

KUMAR A. DERROW

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RESEARCH PROFESSIONAL

Market, Consumer, and Trend Research to Support a constantly Changing Game

Results driven Professional with expertise gathering and analyzing data research that informs design, development, and strategy. Maintains and organizes data documentation for easy access and reference for all stakeholders. Strong communication skills with a keen eye for detail. Effective working independently and as a collaborative part of the team.

Expertise conducting qualitative and quantitative research methods. Proven track record working cross-functionally to produce holistic marketing initiatives and achieve company goals. A genuinely curious mind always looking to create, imagine and bring to life opportunities for growth. Strong presentation skills that enhance rapport and credibility.

PROFESSIONAL EXPERIENCE

University of Oregon – Insights Research Lab | Eugene, OR

2026 - Present

Insights Research Lab Team Member

Execute consumer research studies for academic researchers, businesses, agencies, and nonprofit organizations, supporting participant recruitment, scheduling, study administration, incentive payments, and in-person and online research sessions.

- Coordinate qualitative, experimental, and survey research workflows, including focus groups, in-depth interviews, and consumer behavior studies, while maintaining accurate schedules, participant records, datasets, and project documentation.
- Operate and troubleshoot advanced research technology, including eye-tracking equipment and videoconferencing tools, to support reliable data collection and collaborative research.
- Serve as a client-facing representative of the lab, communicating with faculty researchers and external partners while contributing to data analysis, professional reports, presentations, and business recommendations.
- Partner with the lab director to manage concurrent research projects and support regional, national, and international collaborations in a hybrid working environment.

Marketing and Branding Research Consultant | Seattle, WA

2024 - Present

Provide strategy, market research, and brand advisory services for agencies and direct clients. Assisted in international market research exercise with JP Morgan Chase lead by Meredith Chase for markets in India, Singapore, UK and the US, in collaboration with a three-person team from the branding agency, The Alt League. Directed qualitative and quantitative research analysis from Ipsos marketing research. Supervised a team of four conducting interviews, focus groups, ethnography, and observation diaries. Oversaw communications and marketing strategy for the launch event of the Foundation's curated Art Love Gallery.

- Delivered findings in a two-hour workshop in New York, to JPMorgan Chase's Chief Marketing Officer and team.
- Managed marketing and market-entry projects for Seattle's new \$100 million Conru Art Foundation.
- Presented findings to Managing Director and developed marketing materials from those insights.

RAPP Worldwide | Los Angeles, CA

2022 – 2024

Experience Strategist

Supported consumer insights and customer journey engagements for BMW, Wells Fargo, and RAPP's Gender Matters initiative across automotive, financial services, and healthcare. Designed qualitative and large-scale quantitative research, synthesized behavioral and emotional drivers, and translated findings into client-ready strategy.

- Gender Matters: Designed and analyzed a Dscout study, mapped emotions and friction across the customer journey, and translated findings into inclusive brand, messaging, and media recommendations; presented the work to approximately 10,000 Omnicom employees.
- BMW: Led post-purchase journey mapping and supported large-scale survey analysis, identifying drivers of ownership pride and reassurance to inform owned-channel engagement and loyalty recommendations.
- Wells Fargo: Led early-stage journey mapping and supported a quantitative survey of 3,000+ respondents; identified information gaps and fit criteria driving abandonment and informed website and early-touchpoint strategy.

Senior Media Strategist

Led a team of 8 media, strategy, data and marketing research professionals for AAA operating in 12 major markets including California, Texas, and Missouri. Imported datasets in R, loaded the processed data into Excel, and used Tableau to build visualizations and dashboards.

- Managed and optimized over \$150 million in media spend across digital, social, TV, and emerging channels.
- Traveled to Los Angeles to present annual marketing plan and media spending plan before AAA Chief Marketing Officer and her 15-person team.
- Managed a Junior Associate's professional development, resulting in her promotion from Associate to Strategist.

WUNDERMAN THOMPSON | SEATTLE, WA**2021 - 2022****Associate Strategist - Contract role**

Led social media and campaign research for the launch of Flipgrid, a newly acquired educational platform by Microsoft. Conducted consumer, competitor, culture, and company research, and presented findings to a Microsoft director.

- Generated over 1 million impressions over six months, 1000% higher than targets.
- Conducted consumer, competitor, culture, and company analysis for T-Mobile's loyalty program and presented to T-Mobile director, leading to a new email campaign strategy that increased open rates by 300%.

EDUCATION AND CERTIFICATIONS

Master of Business Administration – Sports Business (Candidate - exp. 2028) University of Oregon, Eugene, OR

Bachelor of Arts — Communication Statistics

University of Arizona, Tucson, AZ

- *Philanthropy Chair, Zeta Psi Fraternity, 2017.*
- *Planned fundraising events for Habitat for Humanity and Special Olympics.*
- *Eller Unity Board Member, Liaison to the Dean, 2018-19.*
- *Planned diversity and inclusion events: Eller Community Impact Auction Night and Eller Diversity Networking Gala and presented proposals to the dean.*
- *Post-graduation intern, BreadNButter creative ad agency, Seattle, July 2020-March 2021.*
- *Supported brand research, campaign planning, and insight development for creative and marketing decisions.*

Digital Marketing Certification Programs | University of Washington

Principles in Marketing Research and Analytics Bundle 1-2-3 | University of Georgia 2024

Strategic Planning | Miami Ad School 2023

Digital Marketing and Statistics in R | University of Washington 2020/23

COMMUNITY SERVICE

Union Gospel Mission, 2020 – Present. Help prepare and distribute Thanksgiving meals to individuals and families across Seattle; Organize distribution of blankets, coats, and cold weather supplies in the Winter Essentials Drive.

Core & Technical Competencies

Consumer Insights – Marketing Research – Qualitative & Quantitative Research – Research Design & Methodology – Survey Design, Sampling & Recruitment – In-Depth Interviews – Focus Groups – Experimental Research – Consumer Behavior – Segmentation & Personas – Customer Journey Mapping – Concept, Message & Brand Testing – Data Analysis & Synthesis – Insight Storytelling & Executive Reporting – Market Intelligence – Research Operations – Vendor & Panel Management – Stakeholder & Client Management – Project Management – Strategic Planning – Go-to-Market Strategy

Tools: Excel & Google Sheets – PowerPoint – Qualtrics – Dscout – Tableau – R – MaxDiff – MRI-Simmons – Mintel – Knit – Microsoft Office