

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.

Core Competencies:

Consumer Insights | Marketing Research | Qualitative & Quantitative Research | Research Design & Methodology | Data Analysis/Synthesis | Insight Storytelling | Brand Strategy Positioning and Architecture | Audience Segmentation | Customer Journey Mapping | Concept & Message Testing | CX Research | Strategic Planning | Go-to-Market Strategy | Experience & Activation Strategy | Stakeholder & Client Management | Project Management | Panel Management

Executive Presentations | Excel & Google Sheets | PowerPoint | Qualtrics | Dscout | Tableau | Knit | MRI Simmons

PROFESSIONAL EXPERIENCE

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

Assisted in "Gender Matters" study showcasing Rapp's market research department's ability to identify and measure consumer experience, mapping of emotions in each pain point in the customer journey from initial interest to purchase. Designed a marketing research study using the Dscout platform and quantified the findings in collaboration with RAPP's Consumer Marketing Insights Director.

- Traveled to New York to present to 10,000 employees of Omnicom, RAPP's parents' company.
- Co-led customer journey mapping and target audience discussion guide for BMW. Findings were presented to BMW's Customers Relation team.

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.

Professional & Technical Competencies

Consumer Insights – Marketing Research – Research Design – Survey Design Sampling & Recruitment – In-Depth Interviews (IDIs) – Focus Groups – Ethnography – Diary Studies – Segmentation & Personas – Concept Testing – Brand Tracking – Ad & Message Testing – Conjoint Analysis – Data Analysis & Synthesis – Insight Storytelling – Executive Reporting – Stakeholder Management – Research Operations – Vendor & Panel Management – Secondary & Market Intelligence Research – Customer Experience (CX) Research and Strategy – Project Management – Cross-Functional Collaboration – Business Enablement

Qualitative Research/Quantitative Research - Excel – PowerPoint – Qualtrics – Dscout – MRI -Simmons – Mintel – Tableau - R - MaxDiff - Customer Journey Mapping – MS Office – Executive Presentations