

Chris Costello

OBJECTIVE

Marketing professional with over 15 years of experience in traditional market research and online behavioral analysis seeks dynamic company with opportunities to play an integral role in solving real problems with real data, providing clear courses of action in competitive business environments.

EMPLOYMENT

Senior Manager of Digital Research // Performics (Chicago, IL) // April 2004 – April 2009

- Led a team of analysts and associates serving the overall research and analysis needs of a major Search Engine Marketing agency, leveraging internal data, published sources, primary research and third-party data providers, maintaining a coherent research agenda through several ownership and organizational changes.
- Drove efforts to increase company's visibility as thought leaders in digital marketing through constant monitoring and interpretation of industry news and opinions, with regular internal briefs to the executive team and other key stakeholders.
- Developed products, programs and processes to facilitate advanced analysis and strategy for internal and external clients, including a "clickstream analysis" product responsible for more than half the revenue for the Strategic Services group the first full year it was introduced.
- Organized and analyzed internal campaign performance data across all Performics clients in order to establish industry benchmarks and forecasts for search engine marketing efforts, authoring publicly-facing reports that generated high numbers of downloads.
- Worked with strategic partners and third-party research vendors to create and implement both client-specific and industry-wide projects.

Marketing Research Consultant // Independent Contractor (Chicago, IL // January 1999 – April 2004

- Assisted as independent contractor in marketing research project support for regional and national suppliers with international client base.

Marketing Analyst // RollingStone.com (Chicago, IL) // May 2000 – May 2002

- Managed all sources of analysis, including primary, secondary and behavioral research in order to assist and support marketing, business development, sales and content management for top-ranked music website, interacting daily with company management and internal clients.
- Overhauled entire analytical system and process for the organization, from evaluation of vendors and selection of tools to implementation, day-to-day operation and reporting.
- Derived and explained audience segmentation for more effective sales, content and marketing.
- Won approval and significant funding from senior management for improved analytical tools in a very cost-conservative environment.

Assistant Manager of Marketing Intelligence // SPSS Inc. (Chicago, IL) // February 1997 – April 2000

- Planned, designed and executed both satisfaction and strategic research to support key products from a worldwide provider of analytical technology.
- Worked closely with product managers and marketing teams to create and modify effective research instruments.
- Communicated results to senior management regularly via written reports.
- Reviewed and summarized secondary research for key markets, competitors and potential acquisitions, with particular focus on data warehousing and business intelligence.

Marketing Consultant // John Morton Company (Chicago, IL) // July 1992 – February 1997

- Responsible for all aspects of project design and execution, including secondary research, survey and sample design, questionnaire programming, analysis, presentation of results and strategy recommendation, for consulting business aimed at global companies in the Fortune 1000 or international equivalent.

EDUCATION

Bachelor of Arts, Psychology // University of Chicago (Chicago, IL) // 1988 – 1992

- Dean's List, 1989, 1990, 1991; Morton-Murphy Award winner, 1992
- Other course work in humanities, social sciences, calculus, physics, computer programming, economics, statistics, and artificial intelligence.
- Extracurricular activities included University Theater, Major Activities Board (concert booking and promotion), Wind Ensemble, intramural sports (player and paid referee), and various independent musical groups.

PROFICIENCIES

Primary quantitative and qualitative research design and project management, including sample selection and survey development; SPSS and other related analytical software; Microsoft Word, Excel, Access and PowerPoint; Web-based analytical tools (comScore/Media Metrix, Hitwise, Compete, AdGooRoo, SpyFu); Internet resources (search engines, archives, discussion groups); multivariate analysis techniques; some basic SQL knowledge; Cognos report development; HTML programming

References available upon request