

Ben Davies

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Leveraging my expertise in quantitative and qualitative research methods, I specialize in delivering insightful analysis and actionable “so what?” recommendations to clients.

EDUCATION **BA in Sociology** | Colorado College 2022 | GPA: 3.92

EXPERIENCE

KRC Research | **Analyst** | Oct 2022 to Present

At KRC, I've held numerous client-facing roles and led key parts of many projects for a range of clients, including government organizations like the CDC, local food banks, and renowned brands such as Amazon and KPMG.

- Authored dozens of moderator guides, screeners, and surveys. Conducted interviews with diverse demographic groups and high-ranking industry professionals.
- Transformed complex data sets into compelling narratives and creative visualizations, facilitating the clear communication of insights to key stakeholders.
- Supported multiple successful \$1M+ proposals for big clients, resulting in significant new business opportunities and partnerships.
- An excellent writer and tagged to lead written reports with minimal or no edits needed from senior staff.
- Proactively stayed abreast of industry trends and client-related developments through news alerts and independent secondary research.
- Experimented with new techniques and tools to improve analysis efficiency and quality. Recently, have been incorporating AI into methodologies and guiding colleagues on how to use it.

Contenda | **Growth and Design** | Feb 2021 to Jul 2021

Joined the startup early on and helped it grow to a \$10 million evaluation.

- Conducted user and market research; synthesized findings to guide growth and product strategy.
- Designed products and graphics; managed customer relationships using Hubspot.

TOOLS	SKILLS	
<ul style="list-style-type: none">• <i>Analysis:</i> Stata, SPSS, Nvivo, ArcGIS• <i>Surveys:</i> Qualtrics, Forsta• <i>Social listening and market analysis:</i> Talkwalker, NetBase Quid• <i>Design and visualization:</i> Illustrator, Photoshop, Figma, Microsoft Suite• <i>Web design:</i> JavaScript, HTML/CSS, React, Wordpress	<ul style="list-style-type: none">• Qualitative and quantitative research• Survey and guide development• Data analysis• Statistical modeling• Data visualization	<ul style="list-style-type: none">• Specialized audience research• Usability testing• User research• Message testing• Project management• Proposal writing