

# Andrea W. Rosenthal

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## Overview

- Accomplished business professional with experience in project management, account management, product development, marketing, primary research and Internet research.
- Employers and clients in a variety of industries, ranging from start-ups to Fortune 500 corporations.
- Intelligent, creative, organized, efficient, independent, reliable, solutions-driven and highly motivated.

## Professional Experience

### Project Management:

- Managed consumer research programs from inception to completion. Recruited participants, developed questionnaires, edited and analyzed data, and wrote and presented conclusions.

### Product and Industry Studies:

- Conducted research as part of a study for a major consumer services company. Gathered information from Internet research, product reviews, telephone interviews, site visits and mystery shopping.
- Conducted research for industry studies that defined the current status of competitors, clients, products, marketing strategies and key issues and opportunities.

### Product Development:

- Developed and enhanced products for membership and insurance companies. Sourced vendors, wrote and managed RFPs, developed pro formas and coordinated due diligence processes.
- Beta-tested a shopping site for Discovery.com. Critiqued appearance and ease of use.

### Channel and Brand Marketing:

- Participated in a targeted competitive marketing campaign for a software company. Identified, segmented and prioritized targets, developed marketing messaging and designed a sales offer.
- Managed a corporate and product rebranding campaign for a software company. Worked with marketing partners to comply with new corporate and product branding.

**Competitive Intelligence:**

- Researched and evaluated the competition's strengths and weaknesses to help a client win a contract.
- Studied competitive products for a consumer marketing company, including comparisons of product features, web capabilities, fulfillment packaging, fulfillment timing and customer retention efforts.

**Research and Writing:**

- Researched and wrote informational reports and summaries on a variety of topics.
- Conducted, summarized and analyzed corporate interviews for product and industry studies.
- Managed website development and market research for a start-up community newspaper group.
- Edited copy for product fulfillment mailings.
- Wrote copy on Internet safety and security issues for a company that syndicates online content.

**Education**

M.B.A., Stern School of Business, New York University, New York, NY

B.A., State University of New York at Stony Brook, Stony Brook, NY