

# Research Director Cover Letter

283 Senger WellValfort, WI 16287-6600

**Dear Dylan Gusikowski,**

In response to your job posting for research director, I am including this letter and my resume for your review.

Previously, I was responsible for technical assistance, supports, and consults on IT systems and software development tools dedicated to digital research infrastructure (DRI) including advanced research computing (ARC), data management (DM) and research software (RS).

My experience is an excellent fit for the list of requirements in this job:

- Experience with advertising, advertising testing, brand health tracking and other marketing research techniques
- A flair for building new relationships and nurturing existing relationships with clients and internal stakeholders
- Strong understanding of a variety of different quantitative and qualitative research methodologies, but especially tracking studies and ad hoc quantitative research
- Strong and credible presentation skills and happy in an environment presenting to key stakeholders, client-side researchers
- Proficiency working with programs such as SAS, Stata, Excel and other statistical and modeling software
- Thrive on wanting to know why consumers act and feel the way they do, love sharing this understanding with others, and be known for accurately predicting consumer behavior and reaction
- Track record as a strategic thought leader and contributing to the profitable top-line growth of a consumer-focused company by uncovering behaviors and insights that result in breakthrough insights
- Agile with large amounts of data (qualitative, quantitative, behavioral, secondary, )--determining what's important and distilling it into actionable insights without getting caught up in analysis paralysis

**I really appreciate you taking the time to review my application for the position of research director.**

Sincerely,

Robin Mante