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Sydney

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Specialising in analysing consumer behaviours, markets and trends to define both business and marketing strategy, for the past nine years I have driven the performance of leading brands across the globe. My diverse expertise has enabled me to develop and lead qualitative and quantitative studies, deliver a multitude of innovative projects and provide valued insight to businesses.

Having worked across the Beauty, Fashion and FMCG sectors, I have assisted companies ranging from start-ups and NGOs through to large research agencies and multinationals.

Combining strong commercial and creative acumen with outstanding stakeholder management skills, I have a consistent track record of delivering high performing strategies; driving brand recognition, reputation and consumer engagement.

With a genuine passion for my work which consistently incites curiosity, motivation and creative thinking, I am eager to secure a role in which I can apply and challenge my extensive skills and knowledge, whilst fostering innovation and driving performance.

EDUCATION

- 2016 IED Barcelona
- 2014 UAL London
- 2005-2010 PUCRS
- 2008 Raffles College Sydney

Master in innovation strategies and entrepreneurship

Extension course in coolhunting

Bachelor's degree in marketing & advertising

Certificate IV in multimedia

SKILLS



EXPERIENCE

Dec 2020 - current
Intel
Sydney - AUS

Data Analyst & Insights Consultant

- Interpreting large data sets and conducting advanced quantitative analyses using Excel, uncovering patterns, correlations, trends and gaps, and revealing opportunities for clients.
- Performing competitive analysis, analysing product positioning, formulas, claims and communication strategies.
- Proposing brand strategy and innovation concepts for client product formulation, positioning and communication.
- Development, design and presentation of insightful analysis reports with actionable recommendations that support our FMCG clients, including Unilever, P&G, Nestlé and Mondelez, in their strategic decision-making process.
- Working with internal Intel teams across APAC to uncover relevant global consumer trends.

May 2020 - Dec 2020
Sydney - AUS

Independent Market Research Consultant

- Provided specialised consulting services to clients; delivering insight into consumer behaviour, trends and markets, conducting UX research, developing brand and business strategies and content creation.
- Clients included L'Oréal, Intel, Ipiranga, Vigor, Kyra Research and Radma Research & Consulting.

Jan 2018 - Jan 2020
Intel
São Paulo - BRA

Senior Consumer Research Analyst

- Wrote syndicated reports based on analysis of qualitative and quantitative research with insights and market opportunities for companies, including Coca-Cola, PepsiCo, Kellogg's, JBS and Givaudan.
- Designed survey questionnaires and collaborated with analysts in the UK, US, Canada, Japan and China to develop multi-country surveys.
- Used a series of quantitative data analysis techniques to enhance the value of consumer research, including cross-data, demographic segmentations, Correspondence, CHAID and TURF analysis.
- Analysed different sets of secondary data, including country GDP and inflation, industry association data and the Intel database to define market size and forecast yearly growth of different categories of products and services in Brazil.
- Delivered impactful presentations and webinars to clients, leading to contract renewals and upgrades, which drove the achievement of a client retention rate of approx. 90%.
- Participated as speaker in several industry trends | innovation events including Food Ingredients South America (FISA) and WHOW Festival!.
- Represented Intel in the media on several occasions, being mentioned in publications such as Food Navigator, Exame and Meio & Mensagem.

Oct 2016 - Jan 2018
L'Oréal
Rio de Janeiro - BRA

Senior Claims and Consumer Science Analyst

- Designed and lead end-to-end qualitative | quantitative research projects, including the development and application of a novel influencer's consumer research method. The project was awarded semi-finalist in the innovative research methodology category of the Science Pops Beauty Awards 2017, an international competition among L'Oréal research and innovation employees.
- Performed in-house product performance evaluations using innovative methods and tools to assertively identify costumers' experience, journey, demands and preferences. By using a new method that analysed consumers' emotions to evaluate product perception, I identified the most suitable shampoo formula to be launched into the market in 25% less time than previously.
- Used social listening for competitive analysis and to predict competitors new product acceptance amongst consumers with high accuracy.
- Expanded the reach of research towards different departments by designing and implementing a visual gestures database, which allowed anyone to understand the body language consumers used to refer to different expressions and procedures in the beauty segment in just one click.
- Organised and moderated co-creation workshops based on the Design Thinking method for L'Oréal leadership which integrated knowledge of different areas of the company (product development, marketing, sales). One of the workshops helped the company to achieve its sustainability program 'Sharing Beauty with All' goals by educating participants on sustainable ingredients and encouraging their use in company products.

Jul 2014
TAGMAG
London - UK

Market Research Consultant

- Analysed different sources of data to identify most popular fashion brands amongst Brazilians.
- Mapped affiliate marketing companies and identified the one with the selection of fashion brands most aligned with Brazilian consumers. My recommendation led to the development of a partnership to launch the company's technology TAGPIN in Brazil.
- Identified 150+ most relevant Brazilian fashion publishers to trial TAGPIN technology on their websites, blogs and social media, generating significant increase in the CTR in advertising for fashion brands.

Jan 2013 - Oct 2016
Lupa | códigos culturais
Rio de Janeiro - BRA

Co-Founder, Cultural Analyst & Trend Researcher

- Comprehensively managed trends and qualitative studies, leading projects scope, team, vendors, schedule and budget.
- Conducted field observations and interviews, including interviews in Brazilian slums. The insights from this research resulted in an invitation to speak in a TEDx event.
- Moderated focus group and in-depth interviews about different topics, including sensitive subjects, such as toilet paper and personal finance.
- Designed and implemented an innovative storytelling | data visualisation concept to present research results in a more engaging and accessible way, using urban interventions.
- Recruited and trained 20+ research freelancers to work on our company's projects.
- Managed client prospecting and relationships, including small | medium companies and advertising | design agencies, leading to consistent repeat business.
- Sought partnerships with diverse industry professionals and businesses to develop institutional research that helped to raise awareness of our company.
- Developed the company marketing strategy that resulted in free PR in major Brazilian media channels.

TOOLS

Microsoft Office • iWork • Typeform • Survey Monkey •
Google Forms • Google Trends • Tableau • Decipher •
NetBase • Illustrator • Photoshop • Canva • Wordpress •
HTML • CSS • Final Cut • DaVinci Resolve

INTERESTS

Infographics My Tumblr 'Vejo infográficos em tudo' ('I see infographics everywhere') is a visual collection that turns physical spaces into contextual infographics. A fun way to turn nonsense data into meaningful information.

Coolhunting I'm one of the creators of CoronaTrends, an online hub that unites global initiatives, studies and theories about how companies, government and society are responding to the Coronavirus pandemic.

Urban interventions The use of urban interventions to solve city problems was the theme of my Master degree's final project. I also participated in various urban intervention projects.

VOLUNTEER WORK

Mar 2020 - present
Seaside Scavenge
Sydney - AUS

Volunteer Market Researcher
Seaside Scavenge is a non-profit organisation dedicated to combatting marine pollution and raise awareness for environmental causes. As a volunteer market researcher, I'm applying my knowledge to understand SS social media audience and main competitors and develop the NGO's ambassadors program.

AWARDS

Community Services Awards - Recipient
Kingsford Smith 2020

Design for a Better World Contest - Winner
IED Barcelona 2015

LANGUAGES

Portuguese - Native • English - Fluent • Spanish - Advanced