

# Jordan Keele

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## PROFILE

Analytical professional with 3+ years of research experience and business acumen. Adept in collecting and analyzing competitor data to develop business insights, and equipped with knowledge of conducting field surveys and research reports. Proficient in Microsoft Office (Excel, Word, PowerPoint, Access) and MySQL.

## EDUCATION

**Postgraduate Certificate, Research Analyst** September 2018 – April 2019  
Humber Institute of Technology & Advanced Learning – Toronto, ON

- Key courses: Database Management, Research Communication and Proposal Writing Skills

**Bachelor of Commerce, International Business** September 2012 – April 2016  
Humber Institute of Technology & Advanced Learning – Toronto, ON

## PROFESSIONAL EXPERIENCE

**Market Research Analyst** January 2018 – present  
XYZ Company – Toronto, ON

- Identified growth projection of 10% in one fiscal year through forecasting sales trajectories based on current revenue models
- Complete library searches and document relevant data and information for business development
- Monitored market trends to recommend the implementation of profitable business strategies

**Research Assistant** September 2014 – January 2016  
Humber College, The Business School – Toronto, ON

- Conducted literature reviews to evaluate legitimacy of existing research and inform future content
- Developed and maintained databases for relevant data entry using Excel/SPSS
- Prepared research materials to convert complex data to readable information for publication
- Assisted with administrative tasks, including the organization of sensitive information

## LEADERSHIP EXPERIENCE

**Vice-President of Marketing** September 2013 – September 2014  
Humber College DECA

- Competed in a team of 6 to develop a marketing strategy on a case by case basis for new businesses
- Reviewed performance of a start-up company and presented prospective business results with proposed digital marketing strategy, placed 2<sup>nd</sup> in regionals

## CERTIFICATIONS

**TCPS 2: CORE (Course on Research Ethics)** September 2018  
*Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans*, Humber REB