

Gretchen Honer

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EDUCATION

Ohio University, Honors Tutorial College, College of Business | Athens, Ohio 2023
Bachelor of Business Administration | Marketing, Data Analytics & Certificate of Consumer Research GPA: 4.0

WORK EXPERIENCE

Ohio University Center for Consumer Research and Analytics | Athens, Ohio December 2020 – May 2023
Research Team Lead

- Led 5 dynamic teams over 5 semesters through a consultative process conducting market research for brand clients, transforming data into marketing intelligence.
- Utilize quali-quant methodologies: focus groups, interviews, surveys, experiments, & physiological research to gather insights. Produce engaging reports of data-driven narratives & actionable recommendations.
- Perform statistical analyses using Qualtrics, SPSS, & JASP software. Proficiency in graphic design tools Canva, Restream, CapCut: video editor, Adobe Creative, Wix, & Microsoft Office.
- Clients: DICK'S Sporting Goods, Red Bull, Nationwide, Culver's, Eagles Nest Outfitters (ENO).

Adidas North American Headquarters | Portland, Oregon May 2022 – August 2022
Digital Projects Internship

- Owned pivotal project navigating digital organization's rapid growth by researching & optimizing the digital onboarding process. Developed strategic plan of tools, resources, communications, and website driving overall new hire operational efficiency.
- Collaborated with global headquarters & NAM leadership to scale project to global onboarding teams.
- Performed internal market research through surveys & in-depth interviews gaining 60+ detailed accounts of onboarding experiences from managers and recent new hires that informed strategic improvements.
- Presented progress updates to 200+ employees during weekly eCom meetings. Facilitated training sessions for 40+ senior-level managers, guiding them in the integration of new onboarding processes.
- Manage eCom seasonal plans for big commercial moments, promotions, and products launches. Capitalized on emerging trends to create personalized shopping experiences that drove 20% growth in adidas.com sales.

NetJets | Columbus, Ohio June 2021 – August 2021
Marketing Internship

- Conducted competitive audit of NetJets, EJM, and QSP brands' social media channels across multiple platforms to compare key engagement metrics. Formulated targeted content strategy for a luxury brand with a following over 450,000+ users; curated & executed photo shoots increasing engagement 4.8% in 3 months.
- Directed business development, leveraging luxury audience & owner research to identify lucrative partnership opportunities that facilitated regional brand expansion. Propelled 20 leads through sales pipeline in 6 months.
- Produced consumer survey garnering 300+ responses learning brand and lifestyle preferences of young adults, informing innovation of owner gifting ideas to offer custom in-flight experiences.

LEADERSHIP EXPERIENCE & MEMBERSHIPS

"New Chords on the Block" A Cappella | Athens, Ohio September 2019 – May 2023
PR and Social Media

- Managed content for Website, Instagram, Facebook, YouTube, and TikTok, generating awareness on college campuses across the U.S., boosting overall social engagement by 208% & 40% follower increase in 9 months.
- Promoted events, performances, fundraising campaigns, & established alumni network to drive brand's impact.

Other Involvement: Ralph and Luci Schey Sales Centre, Select Leadership Development Program

ACCOMPLISHMENTS & AWARDS

Honors Tutorial College Thesis: Luxury Packaging | Athens, Ohio August 2021 – October 2023
Only undergraduate researcher accepted into 2023 Association for Consumer Research Conference

Dean's Scholarship, Dean's List, & President's List | Athens, Ohio December 2019 – May 2023

Leadership Award: Consumer Research & Analytics Center | Athens, Ohio April 2022 & April 2023

Corporate Impact Award: Consumer Research & Analytics Center | Athens, Ohio April 2021