Chad Soileau

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Work Experience

MuscleEgg, Northeast USA
Sponsored Athlete | February 2022
Northeast Region Ambassador | June 2021 - January 2022
-Secured booths for demos and shows within the Northeast Region (PA and above)
-Increased brand awareness and promotions through social media posts and in-person education of the MuscleEgg line of products
-Consistently exceeded sales goals at shows/events
-Increased MuscleEgg presence at shows/events by contacting promoters and networking
-Direct to consumer sales and business to business marketing

NPD Group, New York
Checkout Panel Specialist | January 2017 - March 2020
-Worked with retailers and manufacturers to create, program, field, and analyze surveys to 300,000+ users providing key insights
-Acted as project manager for the rollout and maintenance of key initiatives
-Managed and executed surveys sent to internal and external panels from start to finish
-Created, delivered, and analyzed flat files and pivot tables for clients
-Monitored iOS App Store and Google Play Store reviews
-Managed communications with panelists
-Monitored social media pages including comments and messages
-Identified and removed fraudulent users using generated reports
-Performed quality assurance checks and thorough testing of updates on iOS and Android
-Completed project management courses to earn Project Manager credits with AMA

NPD Group, New York
Market Analysis Associate | January 2016 - December 2016
-Utilizing DecisionKey, analyzed quantitative and qualitative data for retailers across all categories
-Provided monthly reports for retailers, showcasing areas of opportunity and market share growth potential
-Forecasted fair share opportunities to identify key areas of interest for retailers
-Delivered proactive, strategic recommendations, and analysis
-Responded to client requests, utilizing existing databases, new analyses, new services, and industry knowledge to deliver actionable insights for top Fortune 500 retailers
-Managed projects from initial request through completion, providing updates on a regular basis
-Designed, prepared and delivered concise, actionable presentations
-Provided market performance reporting, data analysis, and insights
-Assisted in growing revenue with the clients by recognizing and exploring opportunities
-Managed data across datasets utilizing a variety of metrics from our suite of data sets
-Created macros in Excel to expedite data processing
-Utilized pivot tables to organize and analyze data more efficiently
-Attended sales and data analysis seminars to increase proficiency

Comedy Central, New York
Junior Analyst, Strategic Insights and Research | June 2014 – March 2015
-Performed competitive day part analysis on a weekly basis
-Analyzed Reach and Time Spent Viewing across multiple demographics and day parts
-Analyzed late night performance of Comedy Central shows and competitors on a weekly basis
-Maintained the ratings by daypart, quarter to date performance, Cinema Supremo, original series, and Comedy Central Roast databases as well as other Comedy Central Databases

-Executed show write-ups for Cinema Supremo airings and Stand-Up Premieres
-Analyzed focus group and CC Crew responses to provide insights on pilot testing
-Compiled weekly performance grids for Comedy Central
-Accumulated quarterly VOD, Reach and Frequency, Playback, and C3 performance data
-Extracted overnight ratings and compiled competitive daily performance ranker

Spike TV, New York
Research and Consumer Insights Intern | January 2013-April 2013
-Evaluated program ratings and viewing patterns for Spike's original series and competition for programming and marketing departments
-Harnessed social media mentions to analyze and observe audience reactions to current programs using Radian6
-Constructed and analyzed broadcast and cable minute-by-minute ratings using Nielsen TV Toolbox and
Star Media MultiTrak
-Researched competitive scheduling and development changes for the programming and press departments
-Interpreted qualitative data from Forrester, Nielsen, and Iconoculture to formulate "_The Slice: Mobile Shopping"
-Created duplication reports to track viewer retention between programs for Spike and competitors using Nielsen NPower
-Created daily ratings landscape for Broadcast and cable networks using MultiTrak
-Compiled the end of season deck for Car Lot Rescue including weekly ratings in key demographics, ratings comparisons between one year ago, the previous four weeks, and Spike Quarter 1 2013 Primetime, ratings change from lead-in (Bar Rescue), viewer age comparisons, viewer county size comparisons, and viewer demographics comparisons
-Recorded ratings analysis for highest rated broadcast show

Mosaic Sales Solutions, New York
Brand Ambassador | August 2012-May 2013
-Trained retail sales partners at Best Buy on the Samsung line of tablets and music players
- Drove sales by demonstrating strengths of Samsung line of tablets and integration with other products
-Determined consumer's wants and needs in order to properly position the features of the most relevant tablet

Education

Hofstra University: Frank G. Zarb School of Business
Master of Science in Marketing | May 2013
Bachelor of Business Administration with Specialization in Marketing | May 2012
- Honors/Awards: Dean's List and Presidential Scholarship

Skills

Proficient with DecisionKey, Tableau, SPSS, Qualtrics, R, Star Media MultiTrak, Simmons Choices 3/One View, Nielsen TV Toolbox/NPower, Nielsen MyEvnts, TV Dailies, Lake5, Radian6, Google Analytics, Rentrak, Remedy, SQL, SproutSocial, Sensor Tower, Target Process Agile, Microsoft Word, Excel, PowerPoint, Project, Agiloft, ZenDesk, Sprout Social, ActiveCampaign, , ConfirmIt, Google Play Console, App Store Connect, and Simply Measured