

ELLEN ANDERSON CORLEY

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SUMMARY/HIGHLIGHTS:

Independent Investigative Intelligence Analyst with broad and deep professional experience in entrepreneurial management consulting, strategic planning, marketing and communications research, writing, editing, advertising, social media design and development, investigative journalism, publishing, teaching, multi-media and website development, and helping clients navigate the recruiting process of large U.S./global firms.

PROFESSIONAL EXPERIENCE:

CEO, ResearchWorksChicago, Chicago, IL/ New York, NY **2/2002 – Present**

Designed and managed a variety of secondary, qualitative and quantitative research projects including:

- Developed an Internet survey and report used to redesign the web site for an association (AIIP).
- Multiple competitive intelligence analyses for clients of an environmental consulting startup (Epic).
- Developed several analyses evaluating strategic M&A opportunities for advertising agency entrepreneur.
- A strategic marketing analysis identifying new market opportunities for FedEx Canada.
- A 2 year consulting contract with Aon Risk Services independently designing and developing competitive intelligence studies monitoring trends and best practices relative to design of Internet self-service portals.

Peoples Gas, Chicago IL, Analyst, Corporate Marketing, Business Development **2000 - 2002**

Developed and continuously updated competitive market analyses that outlined the current market dynamics, development trends/activities and competitive landscape.

- Analyzed the likely impact of deregulation on the Chicago gas market.
- Spearheaded People's participation in an industry best practices benchmarking study.
- Sized market opportunity for market development and new product/service opportunities.

CNA Insurance, Chicago, IL, Senior Analyst, Marketing Research and Planning **1997 - 1999**

Designed and managed a variety of secondary, qualitative and quantitative research projects including:

- Managed a quarterly customer satisfaction study including hands-on management of survey data in SPSS, development of custom written reports for verticals, and distribution of individual-level Excel pivot-tables to the claims offices for evaluating individual representatives.
- Developed several in-depth vertical market analyses (real estate industry, municipalities, universities, etc.) focusing on needs for new insurance products and services.
- Developed several competitive intelligence profiles of major competitors (AIG, Hartford, Liberty)
- Developed a sales tool for helping the sales force to compare the features of their Risk Management Information System versus the leading competitive systems.

DDB Needham Advertising, Chicago, IL, Strategic Planner **1995 – 1996**

Consulted with senior management and agency account team of major brands (Discover Card, S.C. Johnson, Tyson, and Wisconsin Electric) and managed a variety of secondary, qualitative and quantitative projects used for planning and evaluating brand image campaigns and developing new products.

- Developed overviews of demographic, psychographic, and competitive trends in selected markets (i.e., credit cards, Chicken nuggets, the college and junior college markets) using a variety of secondary research sources such as existing primary research studies, industry studies, syndicated consumer research, census data, articles. These analyses were used to guide strategic planning for new advertising campaigns, new products and new market segmentation strategies.
- Coordinated agency communication with primary research suppliers of brand image studies, tracking studies, advertising concept and copy testing, new product concept testing.

Self-employed Research Consultant and Marketing Analyst

1992 - 1995

- Typical projects involved helping clients identify strategic marketing opportunities through customized consulting arrangements. A major project in the venture was a strategic segmentation analysis for Prentice-Hall Professional Software quantifying 100 in-depth interviews with key executive decision-makers to determine best B2B market segments. Also worked as a primary and secondary market research analyst for other consultants helping them to develop market analyses for a wide variety of clients including BellSouth and Emory Hospital.

Message Factors, Atlanta, GA, Account Executive, Analyst, Project Manager **1990 - 1992**

- Developed custom research proposals, focus groups and quantitative analyses. Primary research methodologies employed included: Strategic Image/Attitude & Usage studies, New Product Concept testing. Clients included: local advertising agencies, restaurants, banks, department stores, insurance companies, Internet software companies.

Moore & Symons, Atlanta, GA, Analyst **1988 - 1989**

- Developed over 50 strategic marketing research analyses for clients of several leading regional ad agencies including over 20 projects for Bausch & Lomb's Oral Care Division. Clients included: banks, hospitals, consumer products companies, insurance companies.

Self-employed Corporate Video Scriptwriter/ Courseware Developer **1986-1988**

- Developed an online course about how to author courseware for IBM and a marketing/ educational interactive video for CIGNA. Specialized in use of focus group techniques to research market needs.

English Teacher, Fulton County Schools, **1982-1985**

- Taught grades 7-12 handling up to four preparations per semester and coaching tennis. Was one of the first teachers to pass new accountability test with a teaching unit that became a model for other teachers.

Advertising Creative Department Secretary, **1977-1980**

- Worked at leading advertising agencies in Atlanta and New York while studying copywriting/ marketing.

PROFESSIONAL ASSOCIATIONS:

American Marketing Association, Society of Competitive Intelligence Professionals, Business Marketing Association; AIIP, SLA, Junior League of Chicago

COMPUTER PROGRAMS:

Microsoft Office, SPSS; Online survey tools; Secondary research databases

EDUCATION:

MBA, University of Illinois at Chicago, Marketing/E-Commerce, GPA 3.78, 2003
 M.Ed., Georgia State University, Curriculum & Instruction, English Education, GPA 3.3, 1984
 BA, Colgate University, English, GPA 2.78, 1977
 CAD/C, Certified Alcohol and Drug Counselor, 2014