

Nathan William Cooper

321 E. 12th Street #22

New York, NY 10003

Phone: 785.550.2081

E-mail: nwcooper@gmail.com

www.nathanwilliamcooper.com

Career Objective

Tapping an entrepreneurial spirit and utilizing data driven intellect to inform creative and innovative branding

Professional Background

2017 – Present: *Quantitative Consultant* at market research firm Now What, New York, NY:

- Director of quantitative analytics for multi-phase projects including NFL Fan Avidity Study, Pfizer Pharmaceutical Branding Exploration

2016 – Present: *Strategist* at marketing and research consultancy Purseia, Los Angeles, CA:

- Project manager and quantitative director for multi-phase projects including HBO Path to Purchase, Sony Home Pictures Data Audit, and Sony Pictures Television Series Maintenance

2016 – Present: *Brand Strategy Consultant* at research based consultancy BreakAway Strategy, New York, NY:

- Quantitative lead and development of deliverables for a range of clients including CPG, non-profit, and e-commerce

2016 – 2017: *Quantitative Consultant* at marketing consultancy firm Kelton Global, Los Angeles, CA:

- Project manager and quantitative lead for multi-phase projects including Viking Cruises Conjoint, MSG Network Content Strategy

2015 – 2016: *Quantitative Consultant* at research based consultancy MarketCast, Los Angeles, CA:

- Analysis of data and development of client reports for global entertainment industry, brand strategy and market research

2010 – 2015: *Quantitative Manager* at brand strategy consultancy Insight Strategy Group, New York, NY:

- Key thought leader, author, and data scientist with goals of improving brand strategy, development of new and existing products/content optimizing targeting, and understanding consumer and culture in collaboration with:



- Integration of multiple forms of innovative analysis including segmentation, conjoint analysis, factor analysis, and correspondence analysis with both customized and mined data sets
- Lead author, manager, and analyst for MTV brand tracker, spanning over 5 years which helped to develop MTV's six brand pillars, communicated both internally and externally by the network
- Principal relationship management responsibilities for multiple clients including MTV, BBC, Lonely Planet and Discovery Network
- Groundbreaker in data visualization and reporting techniques including KPI dashboards and data mapping
- Lead writer and analyst on internal thought leadership projects for publication and press release on a range of topics from social media consumption to the rise of gaming
- Integrated efforts throughout the project lifecycle including acting as consultant on proposals, developer of quantitative and qualitative instruments, and presentation of strategic insights to clients
- Training in focus group moderation as well as experience moderating both groups and in-depth interviews

2013 – 2015: *Founding Partner* startup scavenger hunt bar crawl company Get-A-Clue Crawls, New York, NY

- Creative editor, client manager, and development leader from company's conception to it's sale in 2015

2009 – 2010: *Graduate Teaching Fellow* at Hunter College, New York, NY

2006 – 2008: *Research Study Assistant* at the Memorial Sloan-Kettering Cancer Center, New York, NY

Educational Background

- Master of Arts in Psychology from the Graduate Center at the City University of New York, 2011
- Bachelor of Arts Degree from The University of Kansas with Honors in Psychology, 2006

Professional Skills

- Extensive knowledge of research method and design as well as statistical theory and analysis
- Ability to create a well written and coherent narrative
- Seasoned presenter of professional material to clients and academic material at conferences

Computer Programming Skills

- Expert in data management language and software: SPSS/PASW,
- Proficient in data management language and software: Sawtooth, SAS, R
- Office Package: Microsoft Word, Microsoft Excel, Microsoft PowerPoint and Microsoft Outlook Express.
- Experience with Nielsen NPOWER and StarTrak Datasets