

Michael Thompson

Professional summary

Experienced and results-driven Qualitative Market Research Analyst with expertise in focus groups, ethnographic research, and in-depth interviews. Proven track record of transforming qualitative insights into actionable strategies.

Experience

Qualitative Market Research Analyst

September 2017 - Now

Kantar Group / Los Angeles, CA

- Analyze qualitative data using NVivo and Atlas.ti software, identifying recurring themes, patterns, and insights to guide strategic decisions.
- Collaborate with cross-functional teams to ensure research objectives are aligned with broader business and marketing goals.
- Create insightful, engaging reports and presentations to communicate findings.
- Mentored and trained researchers, improving team efficiency and research output.

Senior Research Assistant

August 2014 - August 2017

University of California / Los Angeles, CA

- Conducted fieldwork for research, including moderating in-depth interviews.
- Developed thematic coding systems for analyzing large sets of qualitative data, contributing significantly to publications.
- Collaborated with multidisciplinary research teams to summarize findings, drawing correlations between insights and theories.

Volunteer Experience

Volunteer Research Consultant

June 2020 - August 2024

Non-profit Research Initiative

- Conducted qualitative research to understand community needs.
- Led interviews and focus groups with marginalized communities to help develop strategies for social impact initiatives.

Software Proficiency

- NVivo, Atlas.ti, Dedoose (Qualitative Data Analysis Tools)
- Microsoft Office Suite (Excel, Word, PowerPoint)
- SPSS, R (Statistical Analysis and Reporting)
- Google Analytics, Tableau (Data Visualization)

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United States, Los Angeles, CA

Education

Master of Science in Social Psychology

University of California

Graduated: May 2014

Bachelor of Arts in Sociology

University of Southern California

Graduated: May 2011

Certifications

- Certified Focus Group Moderator**, QRCA, January 2022
- Ethnographic Research Certificate**, - Stanford University, June 2021
- Human-Centered Design Certification**, - IDEO U, March 2020

Skills

Focus Group Moderation	◆◆◆◆◆
In-depth Interviewing & Ethnographic Research	◆◆◆◆◆
Qualitative Data Analysis	◆◆◆◆◆
Report Writing & Presentation Development	◆◆◆◆◆
Consumer Behavior Analysis & Insights	◆◆◆◆◆
Advanced Interviewing & Observation Techniques	◆◆◆◆◆

Hobbies

- Photography and visual storytelling
- Traveling and experiencing diverse cultures