



Melissa Crays

Manager, Strategic Market Insights

Research manager with 10+ years of experience translating business objectives into actionable insights through generative and evaluative research. Skilled in end-to-end primary research, including study design, survey programming, fieldwork and vendor management, data quality assurance, and advanced analysis. Proven ability to lead quantitative workstreams, manage timelines and budgets, and deliver clear, strategic recommendations while balancing multiple projects and meeting deadlines.



Craysm26@gmail.com



616.990.7643



Spring Lake, MI



linkedin.com/in/melissa-crays

SKILLS/ SOFTWARE

Client Management

Questionnaire Design

Survey Programming

Data Quality Assurance

Data Analysis

Report Writing

Presenting

Attention to Detail

Project Management

Collaborative Mindset

Critical Thinking

Decipher

Confirmit

Qualtrics

Alida

Asana

Microsoft Office Suite

WORK EXPERIENCE

Manager, Strategic Market Insights

Curion LLC

03/2023 - 06/2026

Achievements/Tasks

- **Project Leadership & Autonomy** : Led low-to-moderate complexity quantitative phases within integrated, multi-methodology projects while supporting highly complex initiatives with increasing independence.
- **Data Integrity & Quality Control** : Formatted banner tables, executed rigorous data cleaning, and performed comprehensive quality checks on programmed surveys and report data inputs.
- **Vendor & Fieldwork Oversight** : Monitored and managed panel vendors and fieldwork execution closely to ensure the collection of timely, high-quality data.
- **Financial & Timeline Management** : Managed end-to-end project timelines, budgets, and financials to guarantee strict alignment with established scopes and parameters.
- **Client Relationship Management** : Served as the primary project-level point of contact for clients, maintaining communication and ensuring research consistently mapped to their business objectives.
- **Methodology & Questionnaire Design** : Designed and implemented custom research methodologies and engaging questionnaires tailored to generate actionable insights aligned with client goals.
- **Advanced Analysis & Strategic Reporting** : Conducted in-depth data analysis to extract meaning, translating findings into strategic recommendations and insight-driven reports that inspired results.

Senior Quantitative Analyst

Sago (Schlesinger)

11/2021 - 01/2023

Achievements/Tasks

- **End-to-End Project Management** : Oversaw and executed all phases of consumer insights research projects from initial inception through final delivery.
- **Data Quality Assurance** : Monitored data collection processes rigorously to ensure final results accurately represented target audiences and met all research objectives.
- **Advanced Reporting Design** : Formatted complex data tables and banners to streamline analysis and create sophisticated, engaging data presentations for clients.
- **Dashboard & Tracker Development** : Designed dynamic reporting dashboards tailored for long-term projects and continuous market tracking initiatives.
- **Strategic Secondary Research** : Conducted comprehensive secondary market research to provide deep, insightful context regarding clients and their respective industries.
- **Business Growth & Optimization** : Assisted in developing team processes that increased operational efficiency, enabling the team to scale client capacity and double project income within a single year.

METHODOLOGY

Conjoint

MaxDiff

Concept Testing

TURF

Gabor-Granger

Van Westendorp

KDA

Gap Analysis

Cluster Analysis

WORK EXPERIENCE

Consumer Insights Analyst

Corewell Health (Spectrum Health)

09/2019 - 11/2021

Grand Rapids, Michigan

Achievements/Tasks

- **Cross-Functional Collaboration** : Built and maintained strong partnerships across all internal functional areas—including marketing, strategy, and business development—to align research plans with core business objectives.
- **End-to-End Research Management** : Oversaw day-to-day primary research activities, driving the successful execution, drafting, and reporting of studies from inception to stakeholder presentation.
- **Member Advocacy & Insights** : Championed the "voice-of-the-member" in key business decisions through targeted data reporting, presentations, and active meeting participation.
- **Vendor & Budget Oversight** : Managed strategic research investments, budgets, and external suppliers, collaborating with procurement to identify new partners and negotiate SOW agreements.
- **Community Panel Leadership** : Established and managed an online patient community panel utilized for rapid-turnaround research questions, which served as an essential resource during the COVID-19 pandemic.

Market Research Analyst

Universal Forest Products

11/2015 - 09/2019

Grand Rapids, Michigan

Achievements/Tasks

- **Market & Product Reporting** : Conducted primary and secondary research to develop actionable product and market segment reports that successfully drove business decision-making.
- **Survey Design & Programming** : Architected, designed, and coded consumer surveys to systematically gather targeted audience data.
- **Trend Prediction** : Analyzed and leveraged consumer demographics to accurately forecast upcoming purchase behaviors and market trends.
- **Collaboration & Presentation** : Coordinated end-to-end project efforts with outside market research vendors and formally presented key insights and strategic recommendations to various marketing leadership levels.

EDUCATION

Bachelor of Science, Marketing & Accounting

Cornerstone University

Grand Rapids