

OLIVIA ARKEMA, M.S. D.A.

ABOUT

Experienced researcher and data analyst with a passion for storytelling complex material. Demonstrated ability to work with quantitative and qualitative data, effectively communicating actionable insights to stakeholders at all levels. 7+ years of experience in managing research projects, conducting primary research, and collaborating with diverse teams to optimize decision making through data analysis.

EDUCATION

M.S. in Data Analytics

Western Governors University, Dean's List

B.A. in Economics, Minor in Statistics

Dordt University, Kuyper Honors Program, 3.51 GPA

EXPERIENCE

Oct. 2024-Present Sampling & Panel Operations Manager — Kynetec Inc.

- Owned end-to-end panel operations and sampling strategy across multi-market quantitative and qualitative studies, ensuring data quality, feasibility accuracy, and on-time delivery.
- Informed and advised on sample methodology decisions, including weighting schemes, sample blending, and quota design to ensure representative global and local datasets.
- Designed and implemented operational improvements for recruitment, deduplication, and quality controls, reducing risk and rework across studies.
- Acted as a subject-matter expert on sampling limitations, bias mitigation, and data representativeness.

Jan. 2023- Oct. 2024 Marketing Research and Panel Operations Associate— Verasight

- Leveraged advanced analytics to extract insights from respondent and marketing performance data, informing recruitment and panel optimization strategies.
- Monitored panel health and data quality metrics, flagging risks and recommending corrective actions.
- Supported survey programming, testing, and fieldwork operations to ensure clean, reliable datasets.
- Analyzed panel performance and demographic skews to inform weighting recommendations and quota adjustments.

March 2022-Jan. 2023 Research Consultant— Quantilope Inc.

- Led end-to-end analysis on pricing, advertising effectiveness, product innovation, brand equity, and user experience.
- Translated complex datasets into clear, compelling narratives and strategic recommendations for Fortune 100 clients.
- Mentored junior consultants on research design, analysis, and client communication best practices.

Jan. 2021-March 2022 Research Analyst— AYTM

- Managed end-to-end market research projects for CPG and financial products, from questionnaire design to report delivery.
- Conducted in-depth data analysis to inform cross-sectional and longitudinal studies.
- Collaborated with cross-functional teams to ensure project success and deliver high-quality insights.

Jan. 2017-Dec. 2019 Research Assistant— Northwest Iowa Research Institute

- Supported multi-country survey research initiatives by conducting data cleaning and analysis.
- Contributed to published research findings by interpreting data and preparing reports (American Statistical Association, International Conference on Teaching Statistics).

SKILLS

- Data Analysis & Visualization:** R, RStudio, SQL, Tableau, Power BI, Excel
- Survey & Statistical Methods:** MaxDiff, TURF, Conjoint, A/B testing, segmentation, multilingual survey design, multiple regression, cluster analysis, ANOVA testing
- Database & Pipelines:** SQL, ETL workflows, data cleaning, transformation, integration
- CRM & Platforms:** Salesforce, Tableau, Hubspot, Looker
- Other:** SEO, UX testing, Qualtrics, stakeholder communication, project and team management