

# 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