

Andy Lepki Senior Analyst

Employment History

Senior Analyst - Insight & Planning Team (promoted from Analyst position in June 2007)

Critical Mass (Calgary, Canada) : Jan 2006 - June 2008

Providing tactical insight with reference to client and industry defined metrics.
Compiling business intelligence reports and presentations.
Interpreting web analytics and customer transactional data.
Managing research projects and panel initiatives.
Producing competitive assessments and POVs.
Advising on the positioning of new digital methodologies.
Running website usability studies.
Clients: Mercedes-Benz, Rolex, Hyatt, Citibank, Dell, Valvoline and Pampers.
Presented twice at the Thought Leadership series of talks.

Research Executive - Customer Insight Team

Her Majesty's Revenue & Customs (London) : Sep - Dec 2005 (Contract)

Applying segmentation model theory to direct marketing strategy.

Research Executive - Insight Department

Guardian Media Group (London) : Sep 2004 - Sep 2005 (Contract)

Managing research projects to support marketing and advertising sales through format change.

Running concept and awareness tests, brand favourability studies.

Designing and scripting web surveys.

Selecting agencies and managing outsourced field studies and focus groups.

Debriefing clients with presentations and reports.

TGI and NRS analysis.

Monitoring advertising effectiveness for clients such as Müller, BT, Toyota and Marie Stopes International.

Senior Research Analyst - Data Processing Department

Kadence (London) : Nov 2003 - Sep 2004

Kudos Research (London) : Aug 1999 – Nov 2003

Managing international marketing research projects; programming survey scripts for call centres and specialist web sites.

Project management.

Technical support and training.

Copy writing and desk research.

Highlight: Managed a global advertising study for London Business School.

Findings available at <http://www.london.edu/marketing/met>.

Clients : HP, Havas, Abn Amro, Accenture, Dow, HSBC.

Geophysicist - Land Processing Team

CGG (London) : Oct 1997 - May 1999

Creating 3D subsurface maps for oil companies, using geophysical principals and a suite of data processing tools.

Presenting to international clients via print and web reporting.

Committees, Conferences and Training Courses

- Attended eMetrics Marketing Optimization conference (Washington DC).
- Attended Esomar Technovate internet research conference (Cannes).
- Sat on Newspaper Publishers Association Research Committee.
- SPSS Multivariate Analysis / Conconfirm script writing and analysis courses.

Contact

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Education

1994 - 1997
Geophysical Sciences.
2:1 B. Sc. Hons,
University of Leeds.

1992 - 1994
3 A-Levels (English, Physics,
Mathematics).
Holy Cross College, Bury.

1987 - 1992
11 GCSEs.
St Monica's, Manchester.

Computer Skills

Web Analytics
Webtrends, Google

Analysis
Excel, SQL, Access, SPSS

Research
Conconfirm, Surveycraft

Reporting
Word, Powerpoint

Design
Dreamweaver, Photoshop,
Flash, Fireworks, InDesign

Programming
html, css/jsp

Strategy
Caliber, Visio

Platforms
Windows, Mac, Unix

Additional Language

Ukrainian

www.lepki.com