**Ian M. Lowenthal**

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*Analytical Research expert skilled in working in collaborative environments to find creative and accurate solutions.*

I possess five years of progressive experience as an Analytical Research Specialist. I have extensive experience in working with and understanding data management and classification of advertising and brand creation. I am adept at data cleaning and weighting utilizing proprietary software. My specific Knowledge, Skills, and Abilities (KSAs) are researching, categorizing, classifying, and maintaining data standards in a time dependent environment while maintaining quality standards. My experience has resulted in achieving organizational goals and missions while working independently and in groups on complex and dynamic issues. I have strong analytical thinking skills and can see multiple viewpoints while maintaining an attention to detail while meeting deadlines. My company recently experience a reduction in force due to the Covid pandemic, and I am now seeking new opportunities where I can use my skills and talents.

**WORK EXPERIENCE:**

**Kantar Media Chesapeake 2015 – Present: Specialist I – Brand Creation**

* Classify ads into existing accounts and creates new accounts as needed
* Carry out research on various products
* Meet deadlines for production requirements, while maintaining quality standards
* Consistently rated at 98.5% or higher for Brand Creation (BC) account creation
* Rated 98 to 100% on Evaliant transaction quality
* Detail oriented and current with indexing and abstracting methodology
* Conduct daily quality reviews of other team members when working in Internet BC for those advertisers running ads on the Internet
* Integral part of a team that looked at and proposed ideas for improving Evaliant. Evaliant is considered a leading source for online advertising intelligence, it provides expenditures, impressions, occurrences and creatives – together in one Web-based tool. It provides detailed and immediately actionable information to deliver results. and BC applications
* Primary person in charge of Business Intelligence Sciences (BIS) Mapping. I used a suite of enterprise technologies, applications, and processes to support business data analysis. The tools I used converted raw data into meaningful information which Kantar used for business decision making and profitable actions. I used the suite of tools to map structured and sometimes unstructured data in support of new and potentially profitable business opportunities.
* Participated in two new employee training sessions as a mentor
* Serving on the spirit committee for the department

**Toastmasters International – Member & SAA – 2015 – Present**

* Serving as Sergeant of Arms for the Media Voices Chapter at Kantar Media
* Reserves meeting space and organizes meeting space
* Participated in a local contest involving being able to speak on a random subject with no advanced time to prepare
* Filled various roles at meetings ranging from giving speeches, evaluating other speakers and leading the meeting
* Helped organize contests and events for the club

**Spotsylvania YMCA 2005 - 2007 – Lifeguard/Swim Instructor**

* Responsible for supervising pool area
* Assisted patrons
* Kept pool area safe
* Secured and locked pool area at end of day
* Provided group and individual swim lessons to diverse group of students
* Provided feedback on students’ progress and how they could improve

**EDUCATION:**

**Germanna Community College Locust Grove, VA Sept 2005 – Aug 2007**

A.S. Political Science

* Member of Student Council
* President of the Anime Club
* Vice-President Of the Gaming Club

**SKILLS:**

**Problem Solving**

* Analyze existing solutions and adapt them to solve new problems
* Capable of finding balanced solutions to address multiple needs

**Interpersonal**

* Capable of working with others on projects
* Assisting others with problems
* Experience in training and leading individuals and small groups

**Computer Skills**

* Typing 60 wpm
* Proficient with Microsoft Office
* Using Microsoft Teams, WebEx, and Zoom