Anastasia Budash

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August 24, 1984 (37 y.o.)
Kyiv, Ukraine

Market research and consumer data analytics expert with 7+ years of executive experience in one of the top television media groups in Ukraine. Forward-leaning, problem-solving, agile, and self-motivated. Mapping numbers and figures into real-life context. Helping organizations to make data-driven customer-centric decisions to get measurable outcomes.

Skills

- 17 years of market research and consumer data analytics experience, both in research agency and client-side. Quantitative and qualitative methods, from a project and sample design to data manipulation, analysis and synthesis, presentation, and further consulting.
- 7+ years experience in leading a team of 5-10 analysts.
- Strong business acumen, numerate, systems thinking, creative problem-solving.
- Excellent communication skills, both written and verbal. Solid experience communicating with top management audiences. Experience in communicating technical and numerical data to creative and other non-technical audiences.
- Consulting skills and experience in working closely with strategic marketing, executive, and creative teams to integrate research and analytics findings into their work.
- Management experience including setting goals and KPIs for the department, budgeting and financial metrics, short- and long-term workload planning, and staff and payroll planning.

Notable projects and achievements:

- Setup and launch of Nielsen television audience measurement (TAM) panel (2012-2013) – the only currency provider for the television market in Ukraine.
- Marketing strategy/repositioning of 1+1 channel (2014) and 2+2 channel (2017).
- Cross-analysis of Nielsen TAM panel data and Kyivstar TV's viewing data, first of its kind for any VOD provider in Ukraine.
- Neuromarketing study for 1+1 on-air branding package redesign to increase viewers engagement.
- Design and management of major quantitative study to model and forecast market transformation after analog switch-off and satellite encryption for all TOP4 Ukrainian television media groups.
- Management of exclusive national exit polls for TSN news program during 2019 elections.
- Effie award: Best Marketing Team in media (2019, 2018, 2017, as part of 1+1 media marketing team).

Languages:
Ukrainian — native
Russian — native
English — fluent

Software/instruments:
MS Office
SPSS, MMW Markdata, LimeSurvey
SQL (beginner)

Work experience

Freelance market research expert
/ October 2021 – February 2022 (5 mos)

Executing end-to-end qualitative and quantitative market research projects for clients in media, social & political, and consumer services. Scope of work included methodology development and project design, data analysis, preparing analytic reports, and presenting results to clients.

Head of Research and Audience Analytics, 1+1 media and 1+1 TV channel
/ November 2013 – February 2021 (7 yrs 4 mos)

Responsible for tactical and strategic audience research and analytics for 1+1 channel as well as all strategic research and analytics for other channels within 1+1 media and 1+1 media group as a whole. Owning the whole audience research and analytics process from planning research activities according to the organization and subdivisions goals and negotiating budget to presenting results and consulting on implementing them into further actions.

Internal clients include general (group) management, channels management, marketing and programming teams, production (entertainment and news), financial, sales, acquisitions departments, PR team, Viasat (satellite provider), and Kyivstar TV (VOD platform).

Major accomplishments:

- redefined Research department function from mainly delivering regular reports on TAM panel data to owning all consumer (viewer) related and market data within television business part of 1+1 media group, as well as consulting other business units (Viasat, Kyivstar TV);

- reorganized Research department structure to reflect functional changes: the team grew from 5 to 10 analysts with four functionally independent groups covering major areas of the department's work;

- promoted the Research department to be the voice of the viewer within the organization, ensuring the department's engagement in all strategic discussions within the company (marketing, programming, production, and distribution) as well as with external consultants;

- optimized regular reporting to deliver accurately tailored data faster and more effectively;

- introduced new analytical instruments for systematic use (competitive intelligence, data science, content analysis, neuroscience studies, social media activity analysis, etc.);

- established regular brand tracking studies for channels 1+1, 2+2, TET, and the news market;

- introduced and executed several strategic research projects (including major ethnography studies for 1+1 and 2+2 channels);

- Established an educational function of the Research department

    · Prepared and presented recent market trends and new relevant developments in market research for regular top-management meetings;

    · Developed and presented regular seminars on television audience measurement and general research and analytics instruments for 1+1 media employees and 1+1 Media School students.

- Optimized research budget within 1+1 media group.

1+1 media Group Representative in Technical Committee, Television Industry Committee ([itk.ua](itk.ua))
/ July 2012 – February 2021 (8 yrs 8 mos)

Responsible for

- advocating 1+1 media group interests in key television industry organization;
- methodological control of the television audience measurement panel and all of the associate research projects done by ITK;
- negotiating methodological and technical changes to the panel with other TIC members and Nielsen (television audience measurement provider);
- advising 1+1 media group management on financial and technical issues in contract negotiations with Nielsen;
- communicating and explaining every change in the measurement methodology or the panel itself to channels' and divisions' management inside the 1+1 media group.

Major accomplishment: as a 1+1 media representative, I took an active part in establishing a new television audience measurement panel working closely with Nielsen teams from the UK and Switzerland. I was deeply involved in every step of the 18-months project, from formulating and negotiating extensive technical task and methodological and technical project design to data testing and launch. Since January 1, 2014, the Nielsen television audience measurement panel has been the only currency provider for the television market in Ukraine.

Senior Analyst, 1+1 TV channel
/ February 2012 – October 2013 (1 yr 9 mos)

Analyst, Inter TV channel
/ September 2008 – January 2012 (3 yrs 5 mos)

Researcher (quantitative), Account manager, GfK Ukraine
/ July 2006 – September 2008 (2 yrs 3 mos)

Responsible for the development of GfK Ukraine business and managing client accounts in retail and regional (real estate) research segments.

Key functions included full project management, from identifying clients' needs and developing a research design accordingly, to data manipulation, analysis, synthesis, and visualization, to presenting study results to the client.

Main project topics:
- usage and attitude;
- customers satisfaction and loyalty;
- brand health tracking;
- mystery shopping;
- location studies, including forecasting of potential demand and customer flow.

Trainee/ Junior Researcher (quantitative), GfK Ukraine
/ January 2005 – June 2006 (1 yr 6 mos)