

Joe Merchant

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SUMMARY

Brand health and ad tracking, consumer insights and category strategy leader with 7+ years driving growth for global brands. Deep expertise in shopper behavior, omnichannel research, and translating complex syndicated and custom data into actionable category strategies that optimize assortment, inform pricing, and answer key business questions for brand and retail partners.

SKILLS

Consumer Insights | Syndicated Data | Shopper Behavior | Strategic Marketing | Project Management | AI Proficient | Workflow Optimization | CRM Management / Salesforce | Consultative Selling | Storytelling | Microsoft 365 / Google Suite

WORK EXPERIENCE

Nailbiter

Director, Client Consulting

October 2025 – December 2025

- Crafted 15+ project proposals addressing complex client questions, achieving a 70% conversion rate by developing customized solutions tied directly to each brand's business objectives.
- Leveraged AI to design and implement new internal operations, replacing outdated pricing processes and cutting overall process time by over 50% while improving accuracy.

Senior Research Manager, Client Service

October 2023 – October 2025

- Leveraged proprietary behavioral syndicated data, captured via in-store video of unprimed shoppers on natural shopping trips, to identify impulse purchase patterns across categories, brands, and display placements, integrating findings with custom research to deliver richer omnichannel strategies for CPG clients.
- Designed and executed in-store, online, and cross-channel research studies to uncover shopper behavior across the full path to purchase, synthesizing claims testing, Augmented Reality, and omnichannel promotional impact to strengthen brand equity and inform go-to-market decisions for global CPG clients.
- Optimized brand and category performance for 30+ CPG brands through data-backed aisle reorganizations and strategic product launches that boosted shopper engagement and retail sell-through.
- Led end-to-end execution of 50+ research projects, consistently delivering accurate and timely insights by optimizing workflow from data collection through final analysis and stakeholder presentation.
- Managed a team of 3 while standardizing new research methodology across the organization, piloting 3+ applications and training over 12 junior colleagues to improve team-wide consistency and output quality.

Big Village

Director, Business Advisory

October 2022 – June 2023

- Grew revenue among existing clients by developing and executing relationship strategies that generated 6+ new project sales, deepening partnerships and improving retention.
- Created a market trend tracker powered by syndicated consumer data, adding custom questions to monitor emerging trends over time and surface actionable insights for client strategy.
- Secured new client contracts by authoring 8+ compelling proposals that clearly connected research solutions to client business challenges, expanding the agency portfolio.

Ipsos

Account Manager, Brand Health Tracking

September 2020 – October 2022

- Informed brand strategy for 40+ brands by analyzing television advertisements to measure creative breakthrough and consumer engagement.
- Authored and collaborated on 75+ research reports that translated complex data into compelling narratives addressing critical business questions for senior client stakeholders.
- Led 15+ training sessions across teams spanning 7 time zones, coaching and developing junior colleagues to ensure consistent cross-cultural project delivery.

Research Analyst / Senior Research Analyst, Brand Health Tracking

January 2019 - September 2020

- Streamlined analysis and reporting across 100+ studies using Excel and IBM SPSS Data Collection, resulting in a 30% reduction in process time.
- Quadrupled account footprint across CPG, OTC pharmaceutical, and technology sectors by leveraging international research across 6 countries to identify growth opportunities and build brand equity.

EDUCATION

Northern Kentucky University

August 2015 - May 2017

Marketing, Bachelor of Science in Business Administration | Cum Laude

University of Cincinnati

August 2013 - May 2015

Associate Business Administration and Management | Cum Laude