**Steven A. Slack**

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**Career Objective:**

To secure the position of a competitive analyst in a well-established organization and utilize my research and analytical skills to help the organization excel in competitive environment.

**Summary of Skills:**

* Strong knowledge of finance, economics, and marketing
* Thorough understanding of sales and marketing principles, approaches and ethics
* Independent, self-motivated and goal-oriented individual
* Expert in establishing effective communication between the clients, consumers and the organization
* Capable of performing quality work under time constraints

**Work Experience:**

Competitive Analyst

Nestle Confectioneries, Philadelphia, PA

October 2013 - Present

* Planning strategies and improving the goodwill of the company among consumers
* Guiding the organization on ways to meet the challenges of the rising competitive levels in the market
* Conducting market research and listing out names of competing firms and products
* Preparing analysis report by drawing comparisons between competing products on basis of features, advantages, unique qualities, price, preferences, etc.
* Keeping the organization updated about the novel methods and tools of promotional activities

Competitive Analyst

Emerald Foods, Inc., Philadelphia, PA

July 2012 - September 2013

* Supervised and improved efficiencies of the marketing departments and eliminated its shortcomings
* Assisted in product research and development activities of the organization to make the product more appealing to customers and improve its demand in the market
* Computed the share of the organization in the total market for the product
* Prepared strategies to improve the competitive standing of the organization
* Prepared effective physical distribution system for transporting products form the manufacturers to consumers
* Coordinated with the marketing department to ensure the product receives attention and interest from the consumers

**Education:**

* Bachelor's Degree in Marketing  
  Novel University, Philadelphia, PA  
  2011

**Reference:**

On request.