

Hunter Manzer

100 Downing Way, Unit H, Athens, GA, 30606

huntermanz3r@gmail.com | 404.277.3880 | huntermanzer.com

Summary

Master of Marketing Research graduate with a passion for uncovering insights. Driven by curiosity and a desire to learn from industry experts, I am eager to apply my skills and grow within the insights industry.

EDUCATION

University of Georgia

Master of Marketing Research

June 2024 - May 2025

Bachelor of Marketing

August 2019 - May 2022

Honors: Presidential Scholar x2, Dean's List x4, Summa Cum Laude Graduate

EXPERIENCE

The Home Depot- *Brand Analyst*

May 2025 - Present

- Conducted Quantitative analysis on primary and secondary data for Home Depot associated brands.
- Presented insights to clients and stakeholders and recommended products for future promotions, pricing, and discounts.
- Successfully managed multiple research projects and initiatives to help improve the site experience for Home Depot shoppers.
- Received repeated praise for finding new and innovative ways to measure and report success across the website

Microsoft - *Graduate Student Researcher*

August 2024 – May 2025

- Collaborated with a research team to explore perceptions of Microsoft GAI products.
- Planned and performed multiple focus groups and in depth interviews to understand consumer perceptions. Eventually, launched a survey and performed quantitative analysis on results.
- Received praise from Microsoft leaders for the insights acquired and their effect on marketing strategy.

American International Group - *Underwriting Analyst*

Dec 2022 - May 2024

- Was responsible for 200+ accounts, including analyzing risk data, performing statistical analysis, and helping inform the decisions of underwriters and actuaries.
- Ranked as top performer amongst peers by working through the most accounts in 2023.

AT&T B2B Program - *Client Solutions Executive*

May 2022 - September 2022

- Reached out to business prospects through Salesforce and organized meetings.
- Closed and negotiated deals with companies, resulting in commendation from managers.

PROJECTS

Wingstop

- Created and launched a survey to measure attitudes toward opening a new Wingstop near Athens UGA campus.
- Compiled results and analyzed data in SPSS. Performed MaxDiff and Conjoint Analysis with the collected data.
- Presented findings and received accommodation for the success of the study.

Select Registry

- Was responsible for organizing and launching the non-profit's 50th anniversary social media campaign.
- Used Mintel and MRI-Simmons Catalyst for secondary research and creating customer personas. Successfully, launched the campaign across the non-profit's social media. Management continues to use the insights provided.

Tifosi Optics

- Given responsibility for collecting and presenting data on a new line of sunglasses being launched.
- Led focus group and launched a survey. Performed discrete choice conjoint analysis with new sunglasses features.
- Found that a significant number of younger consumers found the new line of sunglasses unacceptable.

Survey Botting Research

- Conducted an independent research initiative focused on identifying and mitigating survey bots in digital surveys.
- Analyzed academic literature and consulted with industry experts to compile comprehensive findings.
- Designed and implemented actionable strategies to detect and prevent survey bots.

CAMPUS AND COMMUNITY INVOLVEMENT

President: Tabletop Club at UGA

- Led and grew 300+ member club. Developed and executed a successful club marketing strategy.

Volunteer: Meals by Grace, Tree's Atlanta, Furkids No Kill Shelter, CCL, Blue Heron Nature Preserve

Research Skills: Focus Groups, In-Person Interviews, Data Analysis, Presentation of Insights, Research Design

Interests: Technology, AI, Outdoors, History, Literature, Writing, Puzzles, Gaming