



Anthropology: Serving Versatility

My anthropological education has strengthened my skills in market analysis, strategy development, and identifying key cultural insights.

About Me

DE&I Consultant: Kantar MONITOR
Research Associate: MBOOTH
Market Researcher: ARTYFACT

Contact Me

elsa.irby@gmail.com [LinkedIn](#)

Anthropology, It Matters

- Market research is shifting its focus from a consumer-centric to a human-centric approach, where individuals are more interested in understanding the impact of their spending on causes that matter to them, rather than solely seeking out the best discounts available.
- Anthropology provides an intersectional perspective that is crucial for research companies to stay understand the intricate ways context, culture, and nuance affect consumer behavior and brand expectations.
- With the ongoing rise of multiculturalism, anthropologists possess the necessary training and proficiency to stay up-to-date with cultural trends.

Anthropology At Work

- Analyze and interpret data to identify patterns and provide solutions
- Write and manage the distribution of surveys, questionnaires, and screeners
- Establish best practices for research language regarding Black/Queer/Latinx people
- Facilitate individual interviews and focus groups
- Conduct secondary research (i.e., masterful googling)
- Collaborate on creative data storytelling using a variety of charts and colorful messaging

Why Applied Anthropology?

Enhance critical thinking, problem-solving, and analytical skills

Experience in hands-on data analysis, research design, and client management

Develop a deep understanding for cultural competency and diversity

Learn how to effectively integrate qual and quant research methods

Pursue interdisciplinary research applicable to any career path

Your Next Job Search!

Qual Research Moderator

Research Manager

Research Consultant

Market Researcher

Audience Insights Research Analyst

Mixed Methods Researcher

Consumer Insights Analyst

UX Researcher

Research Analyst