

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

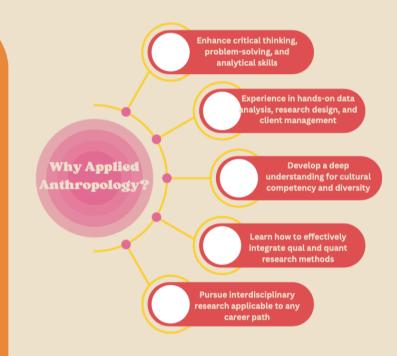
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Anthropology, It Matters

- 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



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