

Brinn Jones

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SUMMARY

Marketing graduate with hands-on market research experience. Designed and fielded a Gen Z consumer survey and benchmarked competitors for a Health-Ade client project and ran chi-square, logistic regression, and decision tree analyses in SPSS on 78,000+ guest surveys.

SKILLS

Research & Analytics: Survey Design, Consumer Segmentation, Competitor Analysis, Market Sizing, Regression & Chi-square Analysis, Insight Reporting

Tools: SPSS, Excel, ManyChat, Google Sheets, Google Forms

EXPERIENCE

Consumer Behavior & Insights Extern, Health-Ade | Extern (Remote) **Aug. 2026-Oct. 2026**

Client Project: Health-Ade

- Designed a survey for Gen Z premium beverage buyers via Google Forms and ManyChat (87% response rate, 26 of 30)
- Benchmarked Health-Ade against GT's Synergy, Brew Dr., and Remedy on price, flavor variety, and retail presence; found gut health drives purchase and price is the top barrier
- Recommended volume pricing and meme marketing to win price-sensitive Gen Z buyers; presented to Health-Ade insights team.

[Insight Deck: Health-Ade Growth Strategy](#)

Front Desk Coordinator, Massage Luxe | Murrieta, CA

Apr. 2026-Oct. 2026

- Led community outreach at Murrieta Market Nights using QR-coded flyers to track responses.
- Maintained +30% EOD KPI by building a Google dashboard for the team to track gains, losses, prospects, & membership tiers.

Front Desk Coordinator, Massage Envy | San Francisco, CA

Feb. 2023-Sept. 2025

- Exceeded EOM KPI targets by +20% by preparing monthly operations reports and analyzing performance data
- Processed EFT billing, maintained accurate CRM records, and managed insurance eligibility approvals in Google Sheets.

PROJECTS

Crocs Business Strategy & Market Modeling

Oct. 2026

- Built TAM/SAM/SOM models using consumer segmentation; analyzed digital trends (+42% YoY growth)
- Evaluated pricing across Crocs (\$50 sweet spot), Birkenstock, UGG, Hoka, and Yeezy to identify high-margin advantages.
- Proposed growth levers, including checkout bundles to lift Average Order Value by \$12-\$15, targeted co-creation drops, and B2B workwear expansion.

[Insight Deck: Crocs Strategic Insight Deck](#)

Europe Hotel Satisfaction Score

Updated Oct. 2026

- Used SPSS to perform chi-square tests, logistic regression, and CRT decision tree modeling across six service dimensions on +78,000 guest surveys.
- Pinpointed Wi-Fi quality and room comfort as highest-impact drivers of hotel guest satisfaction
- Provided target operational recommendations to guide service quality investments based on predictive model outputs.

[Case Study: European Hotel Satisfaction](#)

DMC Loyalty Lift

Updated Oct. 2026

- Designed omnichannel promotions driving projected +\$142k incremental revenue and +25% redemption.
- Targeted high-margin segments to achieve 1.5x ROMI while protecting product gross margins.
- Planned a 12-month cycle with Q1 A/B testing (\$75/\$100/\$125 thresholds) and hold-out tracking.

[Case Study: DMC Loyalty Lift Campaign](#)

EDUCATION

San Francisco State University

Dec. 2025

B.S. Business Marketing | Dean's List, Fall 2025

CERTIFICATIONS

Google Analytics (GA4)

In Progress