

Arthur Catalanello

Advertising & Marketing Research Analyst/Executive at

a_catalanello@yahoo.com

Summary

Professional marketing executive/manager with 18 years experience specializing in advertising research through survey design, methodology oversight, results analysis and reporting. Oversaw the successful completion of over 4,800 research projects for b2b and b2c publications in dozens of industries worldwide.

Over 10 years experience managing production operations (print shop and mailroom), equipment and staff.

Widely recognized by clients and associates as possessing excellent client service skills, being detail-oriented, self-motivated, analytical, dedicated, personable, responsive, and having the ability to multi-task and problem-solve in fast-paced environments where changing priorities are the norm.

Specialties

Quantitative & qualitative research
Project management
Customer relationship management
Questionnaire content/layout/formatting
Data interpretation
Database inquiries
Results presentation
Supplier/Vendor liaison
International & domestic research
Advertising readership studies
Advertising recall surveys
Buying influence research
Print & online methodologies

Microsoft Office
WinCross
FileMaker Pro
Lotus Notes
Adobe Acrobat
Adobe Photoshop
UPS World Ship

Experience

Advertising/Marketing Research Analyst/Manager at I am currently looking for a new opportunity

January 2009 - Present (6 months)

- Investigating new opportunities involving advertising research and marketing research on the agency side or client side of the industry.
- Interested in full time, contract, consulting opportunities in advertising and marketing.
- Also open to business analysis, client service/CRM/account management, media planning and sales support opportunities (full time, contract, consulting).

Vice President at Harvey Research, Inc.

December 2001 - January 2009 (7 years 2 months)

- Redesigned the Ad-Q report format resulting in a 50% reduction of print impression charges.
- Worked with other executives and department managers to improve efficiencies for the company.
- Developed cross-trained personnel and business planning during corporate reorganizations/restructuring.
- Provided sales support to company reps as well as to clients (upon request).

16 recommendations available upon request

Production Manager at Harvey Research, Inc.

December 1999 - January 2009 (9 years 2 months)

- Corporate liaison for production (printing, shipping, mailing) with local, national and international vendors, including vendor selection and negotiating contracts.
- Coordinated production schedule with staff and department managers, determined workflow priorities for a department that typically produced 2.5 million to 3.5 million printed pages annually, mailed over 200,000 surveys worldwide annually, and made over 800 shipments worldwide annually.
- Investigated new equipment, vendor and supplier opportunities and created cost-benefit analyses, regularly resulting in corporate savings of 4%-12%.

Director at Harvey Research, Inc.

May 1996 - January 2009 (12 years 9 months)

- Created new product lines for the Ad-Q department, including an online methodology that cut deliverables time by 50% and costs by 30%.
- Trained clients located in the U.S., Canada and England on how to best utilize their completed research study and prove ROI.
- Advised/Consulted with staff and other department managers, company executives and salespeople on workflow issues, scheduling and customer service issues.
- Hired and maintained staff, resolved personnel issues, maintained appropriate staffing levels,

wrote performance appraisals, invoiced clients, directly supervised up to 10 employees.

- Data processed results to be used in finished reports.

4 recommendations available upon request

Panel Participant at Greater Rochester Health Foundation

March 2007 - January 2008 (11 months)

Participated in a task force representing the perspective of small, privately-owned companies as they created a wide-reaching campaign to address a major health issue

Assistant Director at Harvey Research, Inc.

June 1992 - May 1996 (4 years)

- Wrote and designed 200+ questionnaires annually for printed methodologies, updated and imported data into multiple databases, created reports and presentations using processed qualitative and quantitative data.
- Coordinated research schedule with clients worldwide for the successful completion of their projects.
- Extensive client interaction regarding customer requests, training and inquiries.
- Trained new staff on hardware, software and departmental procedures.

Advertising Research Editor at Harvey Research, Inc.

November 1991 - June 1992 (8 months)

- Transcribed hand-written comments from completed surveys and interviews into reports.
- Proofread reports for accuracy.
- Assembled documents for final report production.

Advertising Sales Researcher at Greater Rochester Cablevision (now Time Warner)

January 1991 - April 1991 (4 months)

- Generated and presented marketing/sales reports to support account executives for national and local clients' media planning, using MA*RT computer research system.
- Interacted directly with clients, presented consumer database reports, responded to inquiries/direct calls, and coordinated ad copy to meet budget and time requirements.

Education

Ithaca College

BS - Communications, Television/Radio Production, Advertising, Business, 1986 - 1990

Activities and Societies: Alpha Epsilon Rho

Northern Valley Regional High School (NVRHS) - Demarest

1982 - 1986

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20 people have recommended Arthur

"Arthur is a very responsive and detail-oriented professional. He manages client expectations very well--completing projects the day he indicates."

— **Karen Barak**, was Arthur's client

"Arthur was the consummate professional in dealings with Roll Call. When we worked together, he was reliable, detail oriented and helpful in configuring our studies. I highly recommend Arthur and feel that he would be an asset to any organization."

— **Kevin Maljak**, was Arthur's client

"Arthur and I have worked together for more than 10 years on Occupational Health & Safety Magazine's Ad-Q Studies. Arthur is adept at overseeing all aspects of project development, and is extremely responsive to client needs. Arthur is a very knowledgeable professional who is dedicated to creating customer-centric programs that exceed expectations."

— **Susan Stilwill**, was Arthur's client

"While at Premier Guitar magazine, we initiated 2 separate Ad-Q Studies. Both times Arthur and his team were great assets in helping us through the process and understand the results and how we could best communicate them. He is professional, incredibly knowledgeable and flexible to meeting client specific needs."

— **Shelby Kraus**, was Arthur's client

"Arthur and I have worked together on 3 different publications; spanning almost 15 years. After working with him initially, I have rehired him and his firm twice. Arthur is dedicated, honest and very knowledgeable of industry research and surveys. He always made himself available to answer questions or to provide guidance. Utilizing his services, we saw results through increases in ad sales. I would highly recommend Arthur."

— **Dianne Vance, CAE**, was Arthur's client

"Arthur promptly responds with solid advice for any situation, based on our efforts and strategies for

using his firm's survey services."

— **Paul Bergeron**, was Arthur's client

"Arthur has strong organizational skills and is very dedicated to customer service. He can be counted on to meet and exceed client expectations in a reliable, professional fashion."

— **Marty Forken**, *Chief Research Officer, Sr. VP, Harvey Research*, managed Arthur at Harvey Research, Inc.

"Arthur is a pleasure to work with and strives to exceed our needs."

— **Glenn Glasberg**, was Arthur's client

"Arthur is a detailed manager, always one step ahead of the needs of the customer. Very dedicated to the task at hand and always goes the extra mile to be sure the work is completed. A team player, eager to contribute to the overall goals of the company. Honest, hard working and productive leads to a top performer and, best description of Arthur."

— **Marty Feldman**, *Vice President, Harvey Research, Inc.*, managed Arthur indirectly at Harvey Research, Inc.

"Arthur made sure the product he delivered was customized to fit our needs. He was very helpful and made suggestions on how we could achieve maximum results for our product. I knew the results would be professionally done and done on time."

— **Carson Helsper**, was Arthur's client

"I hired Harvey Research through Arthur on an annual basis for more than 10 years to conduct reader studies for AMT magazine. The research was always a great value - was handled in an exceedingly professional manner, and was quite valuable to us as a publication. I would highly recommend Arthur for these services to anyone else."

— **Greg Napert**, was Arthur's client

"I have known Arthur since 1997 and have worked with him on many projects. In addition to producing invariably outstanding results, he is also a really great guy. Arthur operates with integrity and is a natural leader. I will miss the certainty that Arthur provides."

— **Kim Black-Totham**, was Arthur's client

"Arthur works for Harvey Research with whom we subscribe to an annual research survey. He and members of his company are very professional, prompt, courteous and accurate. I recommend their service to any company or publishing company in need of research studies. The final product is clean and accurate and of high quality. I appreciate his professionalism and that of his research

company. Vivian DiStaso"

— **Vivian DiStaso**, was Arthur's client

"Arthur was always available to answer any questions and offer solutions for any research we conducted with Harvey Research. He is the one person that I counted on for quick response and solutions."

— **Larry Greenberger**, was Arthur's client

"My first experience working with Arthur was in 2007 when we contracted again with Harvey Research for our advertising study. Not being familiar with the project or scope, Arthur reviewed all the information with me, guided me on several scenarios, showed me the benefits and risks of specific areas within the project and was extremely helpful to me during our ad study and beyond. Arthur has shown me how to position our ad survey, promote it and explain the process/debrief our advertising clients after the survey has ended well above my expectations. Arthur has always been very responsive, returns calls and information in a very quick manner, and is extremely helpful. In my 2nd study with his company, again the service was excellent as well as the experience. Using Harvey Research's advertising study has helped me sell more ads, because I can provide quantitative information to my buyers, information they use to make their buying decisions. The reports are fantastic, informative and easy to read and understand. We have contracted again for my 3rd study again in 2009, and certainly I expect this to be a long-term business relationship. Please call me directly with any questions, or to see if the ad survey, Harvey Research or with any additional questions about Arthur. If you are thinking of using Harvey Research Nancy Benoudiz Advertising Director - Textile Rental 1800 Diagonal Rd. Suite 200, Alexandria VA 22314 Direct: 877 770 9274"

— **Nancy Benoudiz**, was Arthur's client

"I've worked with Arthur on a number of business analysis projects and always found him to be utterly reliable, professional and a provocative thinker. I'd have no hesitation whatever recommending Arthur."

— **Simon Lewis**, was Arthur's client

"Arthur is a very diligent and thorough professional who provides superior client service and is a pleasure to work with-would strongly recommend him."

— **Humphry Rolleston**, was Arthur's client

"Arthur has been a valuable business partner to our company. While his company has done a fine job for us, Arthur's attention to detail, creative suggestions for improvement, and prompt response makes him stand out amongst his peers."

— **Brian Nessen**, was Arthur's client

"Arthur provided extremely valuable information to my advertising sales team about using the AdQ data to generate results. He's a pleasure to work with and is expert in the field. -Eileen Gaughran Senior Director, Communications American Payroll Association"

— **Eileen Gaughran**, was Arthur's client

"I've worked with Arthur and Harvey Research for nearly 20 years. He is conscientious, creative, fair and all the other things you want from a a business partner. If I've ever had a question, whether it be on the results of a study or even a bill, he responds immediately. I would recommend him and Harvey to anyone. E-mail me at rashton@fermag.com if I can add any more. Robin Ashton, Gill Ashton Publishing LLC"

— **Robin Ashton**, was Arthur's client

Expertise

Using LinkedIn

[Contact Arthur on LinkedIn](#)