Kevin Langyintuo

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New York, NY • (Open to Remote/Relocation)

Research Analyst | Consumer Insights | Market Strategy

SUMMARY

Quantitative and qualitative research professional specializing in actionable insights that drive business outcomes across consumer sectors. Proven expertise in consumer behavior analysis, market trends, and competitive intelligence with proficiency in key research tools and methodologies.

EDUCATION

Skidmore College | Saratoga Springs, NY

B.A. in Philosophy (Analytical Focus) | Sep/2020 - May/2024
Developed critical thinking, logical reasoning, and systematic research methodologies essential for consumer behavior analysis and market research design

Relevant coursework: Statistics for the Social Sciences, Business Management, Cultural Anthropology

Clubs: Skidmore Varsity Mens Soccer (teamwork and collaboration) , College Radio Board Member (Media Production Director)

Awards & Recognition: SEE-Beyond Grant - Industry research grant (2023, 2024) | Storytellers Institute Fellow (2023)

SKILLS

Tools & Platforms
- Tableau, SPSS, R, SQL
- Python
- Typeform , Power BI
- Excel (Advanced)

Research & Analysis
- Questionnaire design
- Market and competitive analysis
- Ad testing & message evaluation,
- Brand positioning & segmentation
- Data synthesis

Communication & Delivery
- Client reporting
- Data visualization
- Insight storytelling
- Stakeholder engagement

PROFESSIONAL EXPERIENCE

Research Analyst | Consumer Insights & Market Strategy
Nomu Insights | NYC,NY | Jun/2022 - Present

Independent research and strategy initiative supporting business to consumer and consumer product goods companies through market analysis, data reporting and insight driven storytelling.

Key Responsibilities and Outcomes:

- Led **15+ full-cycle custom research projects** across CPG and DTC, combining survey design, behavioral data, and market analysis to guide brand and messaging decisions.
- Delivered insights contributing to **153+ additional unit sales, 31% YoY revenue growth,** and **$4.1K net profit** for a consumer goods company.
- Conducted ad concept testing and messaging analysis to refine creative assets pre-launch; results informed 3 successful product campaigns.
- Produced research-driven pitch decks and audience analyses used in campaign planning and internal decision-making.
- Identified **500+ unit sales** opportunities through pricing research, whitespace mapping, and competitor audits.
- Secured **$15K grant** to lead a strategic research initiative analyzing consumer behavior across U.S. and Ghanaian youth markets.

Strategy Apprentice | Advertising Research & Insights
Cape-Agency | Remote | Jan/2025 - Present

Collaborated directly with Cape Agency's Chief Creative Officer on strategic campaign development for BetMGM Responsible Gambling initiative.

Key Contributions:

- Supported campaign strategy development for BetMGM's Responsible Gambling initiative, aligning research insights with regulatory and brand requirements
- Evaluated advertising concepts and creative assets for message clarity, brand alignment, and consumer resonance across demographic segments
- Analyzed audience insights to guide creative refinement, ensuring campaign relevance and effectiveness
- Contributed research-driven recommendations that informed final creative direction for **3 pitch-ready campaigns**