



Remington Lam

Consumer and Market Insights Summer Intern

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STRENGTHS

- 🔍 **Research Curiosity**
Asked focused questions during consumer studies, then followed evidence until customer themes became clear and useful.
- 💡 **Insight Storytelling**
Turned survey results and interview themes into visual presentations, helping classmates discuss practical product recommendations.
- 👥 **Collaborative Research**
Worked across student teams on customer needs studies, and peers valued clear updates during shared assignments.
- ♥️ **Careful Analysis**
Checked response patterns and research records closely, catching details that made summaries easier to trust.
- 💡 **Business Communication**
Connected findings with marketing decisions in presentations, giving reviewers a direct path from evidence to action.

SKILLS

Consumer Research Survey Design

Data Collection

Qualitative Research

Quantitative Analysis

Research Reporting

Dashboard Updates

Data Visualization

Customer Behavior

Business Strategy

Product Recommendations

Marketing Decisions

SUMMARY

Consumer and market insights student candidate with hands on experience supporting survey design, **data collection**, **qualitative research**, **quantitative analysis**, dashboard updates, and research reporting. Academic research projects have built practical skill in organizing customer feedback, identifying behavior themes, and presenting findings clearly for product and marketing decisions. Work in a marketing research lab strengthened data preparation, visual storytelling, documentation, and collaboration with student teams. Curiosity and careful **attention to detail** guide each research assignment, from shaping questions through interpreting results. Comfortable learning from mentors, communicating with research, design, engineering, and marketing partners, and turning evidence into useful recommendations that support thoughtful business strategy.

EDUCATION

Bachelor's Degree in Marketing

Wayne State University 🎓 GPA: 3.7 📅 2027 📍 Detroit, MI

Coursework: *Consumer Behavior, Marketing Research, Quantitative Analysis, Business Strategy*

TECHNICAL SKILLS

- **Research Methods:** Survey design, qualitative research, quantitative analysis
- **Data Collection:** Interview collection, survey responses, structured data collection
- **Analytics Tools:** Response analysis, customer feedback analysis, trend analysis
- **Dashboard Reporting:** Dashboard updates, visual reports, research dashboards
- **Presentation Tools:** Research presentations, visual storytelling, recommendation decks
- **Marketing Research:** Consumer research, market insights, customer behavior
- **Business Analysis:** Business strategy, product decisions, marketing decisions
- **Documentation Systems:** Research methods, project records, research archives
- **Collaboration Practices:** Team collaboration, peer review, stakeholder communication
- **Academic Platforms:** Coursera, Wayne State University, University Marketing Research Lab

EXPERIENCE

Market Insights Intern, Consumer Research Capstone Project

Consumer Research Capstone Project 📅 January 2026 - August 2026 📍 Detroit, MI

Supported a supervised consumer behavior research project from survey planning through analysis, dashboard development, reporting, and recommendations. Worked with student researchers to connect customer evidence with product and **marketing decisions**.

- Designed survey questions for consumer behavior research and gathered structured response data.
- Analyzed survey responses with quantitative methods, clarifying patterns for project recommendations.
- Organized interview feedback into customer themes that supported **qualitative research** reporting.
- Built dashboards and visual reports that made findings easier for teams to review.
- Prepared **presentations** linking customer insights with practical product **recommendations** for review.
- Documented **research** methods and project records, keeping assignments clear for team reference.
- Collaborated with student teams to evaluate customer needs and market trends.

Research Assistant, University Marketing Research Lab

University Marketing Research Lab 📅 September 2025 - December 2025 📍 Detroit, MI

Presentation Development

Team Collaboration

Attention to Detail

LANGUAGES

English Native

Mandarin Chinese Intermediate

MY CAREER



● Market Insights Intern,
Consumer Research Capstone
Project at Consumer Research
Capstone Project (7 Months)

● Research Assistant,
University Marketing Research
Lab at University Marketing
Research Lab (3 Months)

Contributed within a supervised university research lab supporting consumer research, data collection, analysis summaries, presentation materials, and organized archives. Learned how careful records and clear storytelling strengthen review of customer evidence.

- Supported **consumer research** activities through structured **data collection** methods and organized source records.
- Reviewed survey results and prepared concise analysis summaries for academic research discussions.
- Organized research archives so future student projects could locate prior materials efficiently.
- Created visual **storytelling** materials for research **presentations** and academic review sessions.
- Applied basic quantitative methods to interpret customer data and clarify emerging patterns.
- Presented research findings during academic review sessions, responding to questions from peers.
- Collaborated with lab participants while learning consistent research documentation practices.

PROJECTS

Customer Behavior Survey Study 📅 August 2026

Designed a consumer survey, organized interview themes, and interpreted response patterns. Presented findings through dashboards and recommendations connecting customer behavior with product decisions.

Marketing Research Visualization Study 📅 December 2025

Prepared visual research materials from survey results and customer data. Used structured storytelling to support academic discussion of market trends and customer needs.

LEADERSHIP & AWARDS

- Dean's List recognition for strong academic performance, 2026.
- Marketing Research Presentation Award for clear consumer insights storytelling, 2026.

CERTIFICATIONS

- Market Research Foundations 📅 2026
- Data Visualization Fundamentals 📅 2026

PROFESSIONAL AFFILIATIONS

- Marketing Club Member, contributed to peer discussions on customer research and marketing strategy, 2025 to 2026.
- Student Research Volunteer, supported collaborative research activities and shared findings during academic work, 2026.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST