

AARON ANDERSON

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Consumer insights professional, 15 years across tech, entertainment, and CPG. I lead research that shapes brand positioning, creative strategy, and audience understanding. Roots in vendor-side (Nielsen), trained brand builder (P&G), executing at global platform-scale (Meta/Instagram). I thrive at the intersection of human behavior and technology with strong AI-fluency including developing agentic research workflows that scale.

CORE COMPETENCIES

Brand Positioning • Audience & Entertainment Culture Research • Creative Development & Testing • Mixed-Methods (Qual + Quant)
Global multi-market studies • Drivers modeling • Creative go/no-go • Vendor management • Fluent in creative agency relationships

PROFESSIONAL EXPERIENCE

Meta – Instagram Marketing Insights Lead – Brand Foundations Menlo Park, CA

Jan 2021 – Present

- ▶ **Brand Positioning:** Designed and ran a 3-market positioning study (qual + quant) that built Instagram’s app preference drivers model as a global framework for outbound brand communications and creative development. Led and aligned global execution coordinating US, Global, and Local Marketing Teams through Head of Instagram Marketing.
- ▶ **Entertainment & Culture:** Led Instagram Brand Team through multiple brand strategy launches coinciding with generational user shifts from Teens to Young Adults including the current shift from connection benefits to social entertainment
- ▶ **Creative Development:** Led annual creative development cycles for on-platform (IG) and off-platform campaigns. Owned end-to-end creative development process including qual (concept iteration, message refinement) and quant (go/no-go risk) across all media formats: video, creator content, statics, audio, partnerships, and cultural activations. Flagged a campaign in production that wasn’t moving KPI App Preference against an \$18M budget. Earned VP alignment to postpone campaign to conduct drivers model.
- ▶ **Creator Research:** Built Creator resonance scores by interest and audience combinations contributing to +8-9pts lift in App Preference across all content pillars for the @instagram account
- ▶ **Measurement & Stakeholders:** Built KPI frameworks for App Preference “Drivers and Enemies” framework to steer creative development, media execution, and measurement plans. Campaigns moved “consideration to use” +3% per cycle over 3 years.

Procter & Gamble Cincinnati, OH

Senior Manager, Marketing Research – Fabric Care Innovation

May 2017 – Jan 2021

- ▶ **Behavioral Research:** Selected for innovation incubator bootstrapping an initial \$3K award into a novel research process utilizing voice-activated technology for real-time user experience capture, reducing diary study costs by \$450K. Scaled to five global markets.
- ▶ **Product Innovation:** Led product design research for ship-in-own-container initiatives, successfully mitigating \$80M in potential eCommerce damage losses.

Manager, Marketing Research – Corporate Analytics

Oct 2014 – May 2017

- ▶ Led consumer research for P&G’s ‘The Talk’ campaign on racial bias conversations—ensured messaging resonated without being exploitative, measured post-launch sentiment. Built social media brand equity measurement replacing quarterly global surveys. Presented to Global President twice.

Associate Manager, Marketing Research – Shopper Insights

Jul 2013 – Oct 2014

- ▶ Ethnographic shopper personas and shelf design optimization research that drove \$178M incremental for P&G brands.

EARLIER EXPERIENCE

- ▶ **The Nielsen Company** – Custom Analytics Manager. Trade fund and portfolio modeling for Kraft Foods (\$500K profit opportunity).
- ▶ **3RDWAVE Research** – Senior CRM Analytics Manager. Segmentation for direct marketing, \$28M revenue across 5.5M customers.

EDUCATION

MBA – UW-Madison, A.C. Nielsen Center for Marketing Research | **BA, Sociology & Statistics** – UW-Madison, Dean’s List, Full Scholarship