

Zachary Rakowski

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Open to relocation

EXPERIENCE

Marketing Research Intern, Air Lift

May 2026 - September 2026

- Conducted primary and secondary research on customer needs, market trends, competitors, pricing, and channel activity to support marketing and product decisions.
- Managed multiple research and competitive intelligence projects, organized findings, checked data quality, and kept work on schedule.
- Analyzed market and customer information in Excel, Tableau, and Infegy and developed clear recommendations for internal stakeholders.

Graduate Marketing Research Capstone, Tiny Buddha Yoga

April 2026 - August 2026

- Led an end-to-end research project, developing the questionnaire and conducting two focus groups, four in-depth interviews, and a 400-person survey.
- Cleaned and analyzed survey data in SPSS using pricing analysis, factor analysis, cluster analysis, and multiple regression, with quality checks throughout the process.
- Presented findings and recommendations to the client, connecting consumer segments and decision drivers to practical business actions.

Market Research Project, FutureStitch / New Balance

January 2026 - April 2026

- Managed a mixed-methods consumer research project for a New Balance product launch, including survey planning, focus groups, in-depth interviews, and secondary research.
- Analyzed a 400-person survey in SPSS using cross-tabs and statistical testing to understand purchasing behavior, brand perception, and competitive positioning.
- Built and presented the final client report, translating findings into recommendations for positioning and launch strategy.

Teaching Assistant, Michigan State University

January 2026 - May 2026

- Researched market research practices, tools, and industry trends to support updated graduate course content.

Game Day Operations Intern, Flint Firebirds (OHL)

October 2025 - May 2026

- Supported fan engagement and sponsorship activations during live games while coordinating priorities under tight timelines.

Barista, Starbucks

April 2023 - August 2026

- Provided consistent customer service in a fast-paced environment while managing priorities and communicating with a wide range of customers.

EDUCATION

Michigan State University, Broad College of Business

August 2026

M.S., Marketing Research and Analytics | East Lansing, MI | GPA: 3.9

University of Michigan, College of Literature, Science, and the Arts

May 2025

B.A., Political Science; Minor in Environmental Studies | Ann Arbor, MI | GPA: 3.5

SKILLS

Research: Quantitative and qualitative research, survey design and programming, focus groups, in-depth interviews, primary and secondary research, competitive analysis, segmentation

Tools and Analysis: SPSS, AYTM, Excel, PowerPoint, Tableau, Infegy, Circana, MRI-Simmons, data cleaning, cross-tabs, significance testing, factor analysis, cluster analysis, multiple regression

Certifications: AYTM: Starting your survey badge; AI in Market Research Badge; Understanding and Applying Quotas; Data quality by design; Insights Strategy Thinking. Semrush: Semrush SEO Crash Course with Brian Dean.