Career Advice

Posted by hoodscottb - 2009/10/10 03:04

Hello everyone,

I'm new to Market Research World and I am hoping that I can use the experience and knowledge of others to help me jump start a career in market research.

My question for all of you is:

I am currently employed in an unrelated job. I have a B.S in marketing. I can't take an unpaid internship and I am unable to find a job that would allow me to work at night and take part in an internship during the day. Can anyone provide some insight as to what I can do to make myself more marketable? I have letters of recommendation, multiple professional references (in business fields unrelated to MR), a top notch academic track record, and still not even as much as a phone interview from any company after more than 100 applications

Thank you for all of your help!

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Re:Career Advice

Posted by Busiadvisor - 2010/01/22 09:31

Hi,

Success doesn’t come easy so keep up your efforts. IMO, you should start some online marketing business instead of fixed job. It would be much more convenient for you and the chances of earning money are good. Try to get consultancy through servana (my signature) which shares realistic and reliable solutions for free.

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Re:Career Advice

Posted by rpoint2012 - 2011/03/20 11:12

You should still take the bar exam. It's a great credential and should improve your options, even if you never intend to practice.

A law degree is useful for many business and management career paths. For an interview or cover letter, think about how to explain that your passion has evolved from law to X. It should be easy to describe how the rigor and critical thinking developed in law school would benefit any employer.

I knew someone in a similar situation whose first job was writing software for legal apps. She eventually moved completely to a tech career.

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Re:Career Advice

Posted by SterlingResearchGroup - 2011/03/22 12:09

Not in only MR but any field, there are following field necessary to start any business.

1.Interest
2.Experience
3.Good Knowledge
4.Self-confidence

have a nice day

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Re:Career Advice

Posted by stypy - 2011/10/01 06:52

Firstly we should identify our own unique abilities, strengths and weaknesses along with Inspires passion in work.

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Re:Career Advice

Posted by jonies - 2011/10/05 13:06

Hi

After reading what you say and looking at your qualifications, it does appear that you could well have a good future in market research. Indeed, market research companies are already employing people with lesser qualifications than you.

One thing which struck me is that you say you have made more than 100 applications without even a single telephone interview.

This isn't a very good strike rate, and especially for someone with a degree in marketing.

Marketing sector employers are particularly discerning, and when they read your CV it is not just about what you have done, but it's also about how you go about selling yourself too.

It could well be that your CV is the root of the problem.

One option would be for you to get it checked out professionally, and there are numerous CV companies who offer free (no obligation) CV appraisals.

I hope this helps.

Jonies

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