Annie Pettit, PhD, CMRP, FMRIA
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Who am I? Award winning, globally respected research methodologist who has thousands of marketing research, data science, artificial intelligence, virtual/augmented/modified reality, and marketing connections in English speaking countries around the world. Find me on Google.

Twitter: >14 200 connections
LinkedIn: >16 000 connections
Facebook: >1 400 connections
Instagram: >500 connections

2016 MRIA Fellow Award, Ginny Valentine Badge of Courage
2014 ESOMAR Excellence Award for Best Paper; MRIA Award of Outstanding Merit
2013 ESOMAR Best Methodological Paper
2011 David K. Hardin Award

What can I do for you? Write. I expertly demonstrate the unique offerings of your company by designing and analyzing research, writing and reporting results, and socializing outputs to a large, worldwide audience.

Expertise: Marketing, research business strategy, technology, innovation, research design, questionnaire design, research panels, sampling, data quality, data analysis, statistics, charts, social media listening, sentiment analysis, content analysis, social media, Twitter, LinkedIn, Facebook

Style: I have no employees. When we work together, you work with me. I know business strategies change from day to day and will work with you to accommodate your changing needs even if it’s not what we previously discussed.

Services

- Full research papers: Demonstrate the rigor of your data through formal publications
  - I design research, analyze data, and write reports independently and with your team
  - I have published more than 20 papers in association magazines and refereed journals
  - I am the Canadian Chair of the ISO 20252 Market, Opinion, and Social Research standards committee

- Ongoing blog posts: Build brand awareness of your unique offerings and expertise
  - I offer a full range of writing options from 1) generating ideas and writing pieces completely independently, 2) finetuning the grammar and clarity of posts written by employees, and 3) translating half-baked, scribbled ideas into client friendly, sharable posts
  - I’ve written thousands of posts for clients (ghost written and under my own name), as well as for Peanut Labs and Conversition (both acquired and folded into Research Now SSI), and my LoveStats blog
  - I am regularly invited to guest post on association and company blogs, and provide opinions on current industry topics
  - I blog for Customer Think and Huffington Post, and share client posts there as appropriate
• Write a book: Offer paper or eBooks as a free gift to potential clients or conference audiences
  o Books and eBooks can be written by editing your written contributions into a well-organized story, or by writing all of the material myself under your review and guidance
  o I have written and self-published three books: *7 Strategies and 10 Tactics to Become a Thought Leader*, *People Aren’t Robots: A practical guide to the psychology and design of questionnaires*, *The Listen Lady: A novel and social media research guide baked into one*

• Conference presentations: Show potential clients that your offerings generate actionable data
  o I am an invited and highly ranked speaker at research conferences around the world including AAPOR, ACEI, AMAI, AVAI, AMSRS, ARF, ASTM, CASRO, ESOMAR, ESRA, IleX, MRA, MRIA, MRS, Netgain, WAPOR
  o I am responsible for recruiting and chairing the highly popular “New Speaker Track” at IleX

• Webinars: Personally connect with end users who are unable to travel to conferences
  o I can prepare your presentation content, prepare the script, and perform the webinar
  o I have organized or presented more than 50 webinars for NewMR, PeanutLabs, and others

• Workshops: Teach and train industry members and in-house employees to be better researchers
  o I have organized, built content, and presented many in-person workshops for up to 30 people ranging from 1 hour to full days
  o Content has included theoretical topics as well as hands-on technology workshops

• Social media: Connect with potential clients on a daily basis in a personal and relevant way
  • I can take your social media channels from nothing to somewhere awesome
  • I can ramp up the LinkedIn profiles of your company and your business leaders so that their profiles clearly and comprehensively describe you and your business
  • I build and manage Twitter, Facebook, and LinkedIn pages, and have grown audiences by thousands (some starting at 0!) and drastically increasing engagement (likes, shares, comments, follows)

• Strategic advice: Get expert advice from an industry thought leader and trend watcher
  o Discover how to improve your offering to appeal to researchers and research users
  o Improve your website and sales materials to better reflect the evolving research industry