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# STEPHEN “ZIGGY” ZUBRIC

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502.494.7824  
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## CUSTOMER RESEARCH SPECIALIST

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### Profile

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- ◆ Accomplished professional offering extensive knowledge in studying and improving customer service and the overall customer experience.
- ◆ Proven track record of designing effective customer research programs, translating results into concrete action plans, and enhancing customer service through employee programs.
- ◆ Extremely adept at both quantitative and qualitative research methods.
- ◆ Possess superior business savvy, stellar research experience, and in-depth knowledge of working on large, complex accounts.
- ◆ Outstanding communicator highly skilled in presenting data and explaining results.
- ◆ Ideal candidate for company seeking an innovative, entrepreneurial, and highly motivated researcher to design and coordinate studies and interact with clients.

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### Areas of Expertise

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Project Design & Management	Employee Training	Statistical Analysis
Question & Scale Design	Text & Video Reporting	Focus Group Design & Moderation
Qualitative Analysis	In-depth Interviews	Live Presentations

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### Professional Experience

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**THE MAGNETIC GROUP**, Louisville, KY .....4/09 – Present  
**Owner**

Direct and oversee all research activities for innovative company offering in-depth analysis of the customer experience. Design research strategy, craft surveys, interpret data, and generate reports. Frequently produce video reports in which research footage is merged with video of my analysis to create dynamic, powerful presentations that strongly convey the main findings of the research. Collaborate with training managers to define and highlight best practices and convey these to staff members in meaningful ways to create measurable improvements.

**MARKETING ENDEAVORS** (formerly Reflective Projects), Louisville, KY .....8/99 – Present  
**Owner**

Oversee all research activities for a company that works with Tempur-Pedic, Humana, Citizens Bank, Churchill Downs, Sun Tan City, E.ON U.S., and many others. Develop and implement research programs designed to overcome crucial business challenges facing our clients by providing insightful feedback about the customer experience. Coordinate mystery shopping, telephone interviewing, web surveys, and other large-scale data collection methods. Successfully juggle multiple responsibilities and continuously improve business.

**PRIMEN**, Madison, WI .....8/00 – 8/01  
**Senior Knowledge Manager**

Designed and implemented researched studies, analyzed data, and wrote lucid and incisive reports documenting all findings. Worked with clients to clarify goals and generate effective research instruments. Coordinated data collection, cleaned data, and conducted statistical and qualitative analysis. Regularly conducted vast research on new energy technologies such as distributed generation, anaerobic digestion, renewable energy, wastewater treatment techniques, power line technology, and load curtailment programs. Used this information to become resident expert in these areas in order to better understand the needs of clients.

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## Professional Experience (cont.)

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**CHAMBERLAIN RESEARCH CONSULTANTS**, Madison, WI .....2/99 – 8/00

**Senior Analyst**

Wrote proposals, interacted with clients to create research programs, designed survey instruments, programmed automated telephone software, and monitored call center quality. Cleaned, analyzed, and mined data for useful findings and implications. Conducted lots of software programming to facilitate database interaction. Wrote reports and presented findings to clients.

**MASS COMMUNICATION RESEARCH CENTER**, Madison, WI .....9/97 – 2/99

**Project Assistant**

Worked with Professor Jack McLeod at the University of Wisconsin–Madison’s research center located in the School of Journalism and Mass Communication. Responsibilities included survey design, data collection, data entry, data analysis, and reporting. Co-authored paper that won “Top Faculty Paper” at the annual convention of the Association for Education in Journalism and Mass Communication. Paper was later published in “Communication Research.”

**UNIVERSITY OF WISCONSIN–MADISON**, Madison, WI..... 1/97 – 12/98

**Teaching Assistant**

Served as Teaching Assistant in two departments.

Theories and Effects of Mass Communication: taught for two semesters under Professor Robert Hawkins in the School of Journalism and Mass Communication. Led three sections and 48 students in weekly discussions that focused on understanding the theories and methods of mass communication research. The class also focused on developing effective writing skills. Generated test questions, graded term papers, and assigned grades.

Theories and Practice of Persuasion: taught under Professor James Dilliard in the Communication Arts department. Led five sections and 100 students in weekly discussions that focused on designing and implementing effective persuasive communication campaigns. Emphasis was placed on using survey research to best understand and communicate to targeted audiences. Students were directed in conducting and managing their own on-campus campaigns and were evaluated on their understanding of basic principles of research and persuasion. Generated test questions, graded term papers, and assigned grades.

**Research Assistant**

Spent eleven months working for Professor Jack McLeod as a paid researcher on an international project sponsored by the German Marshall Fund. The position involved using a complex coding system to perform content analysis on over 25 American newspapers. Primary responsibilities included aiding in the design of the coding instrument and conducting the coding used in the final data analysis.

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## Education

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**MASTER OF ARTS** in Social Science Research/Mass Communication

University of Wisconsin–Madison, 1999

**BACHELOR OF SCIENCE** in English Literature

Transylvania University, 1992

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## Affiliations

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Kentucky Shakespeare, board member and Marketing Chair

Marketing Research Association, Mystery Shopping Providers Association, Greater Louisville Inc., Ignite Louisville