

Eric Gonzalez

Market Research Intern

Hello, my name is Eric and I'm part of the S2 Research team! I was born and raised in the heart of Las Vegas, and I am a first-generation student. Currently, I am pursuing a degree in marketing at UNLV, and at the time of writing this, will be graduating in the fall!

I have taken a variety of classes that enhanced my marketing skills. This includes

- Market Planning and Analysis
- Digital Marketing
- Market Research

Market planning and analysis is where I wrote a marketitucional marketing analysis regarding a fictional UNLV Master's marketing specialist program to see if it would be worth implementing. Digital marketing enhanced my website, blog, SEO and social media management skills. Lastly, market research helped improve my research skills, provided me with research methods such as surveys and focus groups we currently utilize, and much more.

I am also a junior member at the Las Vegas Innovation Marketing Association, or LVIMA for short. Here, I occasionally assist the organization with social media photos and designs for their event promotions.

What I Do At S2 Research

At S2 Research, I work on various client projects alongside Matt. This includes creating and editing surveys, building reports and writing personas for our clients. I'm also in charge of writing blogs and managing S2 Research's social media.

What led me here.

When I first enrolled at UNLV, I originally majored in entrepreneurship because starting a business was a dream of mine. However, I tapped into marketing down the road and realized that great marketing is what makes a company stand out from the rest.

Later in my college career, I took a marketing research class, and this **completely** changed the direction I wanted to go in.

The push.

I'm going to be honest with you: as a college student, I dreaded any type of research assignment That drastically changed when I began taking my marketing courses, particularly my market planning and analysis and market research course. In these classes, my perspective on research began to shift, and began to see it as less of a drag, and more as a **benefit**.

Matt actually played a huge role in this, as he was a guest speaker at one of my lectures. He broke down market research in a way no professor has before and actually **showed** the

significance of market research. To this day, I still can't believe that the majority of marketers see the benefit of research but **half** of them don't even have a research department.

After finishing the course, I realized that market research is **essential** to any successful business, and I wanted to fill that void of missing market researchers. That's when I discovered Matt was hiring an intern, so I decided to capitalize on this opportunity.

And so far it's been an **amazing experience!** I've learned so much in the little time I've worked with Matt and look forward to the future of S2 Research!

Marketing Goals

Eventually, I hope to be a project manager at S2 Research, leading a team to tackle and complete any project that comes our way. In the next 5 years, I hope to be a senior level marketing manager at a Fortune 500 company. In 10 years, I hope to start my own business, just like Matt did with S2 Research. Ultimately, I just want to consistently improve my marketing skills, even if I improve just 1% every day.