

Lisa Ciancarelli – Consumer Insights Professional

(201) 970-6943 | Hightstown, NJ

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Summary:

Consumer Insights Professional with 20+ years of expertise transforming complex data into actionable growth strategies. Proven track record of uncovering meaningful insights to drive brand relevance, product innovation, and measurable business results. Adept at connecting consumer behavior to business outcomes empowering businesses to resonate with their target consumers. Collaborative partner, translating consumer insights into accessible knowledge, enabling executives to anticipate market shifts, deepen consumer connections, and capture new opportunities across the entire consumer journey.

Experience:

PRINCIPAL MARKETING STRATEGIST

QUARK CONSULTING, LLC, HIGHTSTOWN, NJ | 2018 - PRESENT

- Delivered consumer insights and communications strategies to nonprofit and emerging brands, blending qualitative and quantitative data to produce actionable insights
- Authored white papers and best practices guides on digital measurement strategy for brand and media leaders
- Produced 2019-20 Cynopsis Media Salary Survey on workforce trends, downloaded by 2.8k Cynopsis users

VP RESEARCH

THE CW NETWORK, NEW YORK, NY | JANUARY 2023 – DECEMBER 2024

- Developed and implemented data-driven audience segmentation and forecasting models, identifying new market opportunities and supporting \$30M in content development and \$391M in ad revenue strategies
- Introduced new approaches to track consumer behavior & experience across digital and linear platforms tapping into emerging data products from Nielsen, VideoAmp, and iSpotTV among others
- Created a centralized research hub used by 5k+ internal stakeholders qtrly, connecting insights and analytic products across the Nexstar business
- Wrote executive narratives CW viewer insights in trade publications such as Deadline and Variety to elevate brand story and market impact

VP INSIGHTS & ANALYTICS

VIDEOAMP, NEW YORK, NY | OCTOBER 2021 - OCTOBER 2022

- Created turnkey dashboards and tools converting VideoAmp data into intuitive visualizations for clients like Omnicom, Paramount, and The Weather Channel, and driving new visualization products to drive revenue
- Presented VideoAmp insights & data capabilities/methodologies in leading trade outlets, such as Beet Retreat and on the BIA Podcast
- Authored case study on client segmentation of BET Awards '22 w/3.2M viewers; featured in the Video Ad Bureau's "Innovation in Modern Measurement" series

SR DIRECTOR OF INSIGHTS

ISPOT TV | NEW YORK, NY | JUNE 2021 TO OCTOBER 2021

- Authored thought leadership on ad effectiveness, comparing the ROI of :30 second spots across 15+ industry verticals; presentation used in client business development meetings
- Produced 15+ client analyses and introduced new templates for Sales and the Custom Analytics team expediting the production of client specific insights
- Developed a consumer insights production strategy for tent pole events (Olympics, NBA Finals, etc.), creating a new "tent-pole event" reporting product to drive revenue

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DIRECTOR OF RESEARCH

CBS TV, NEW YORK, NY | 2019 - 2021

- Designed and executed a 2-year Consumer Journey Study identifying key behavioral triggers for audience tune-in; resulting in new digital strategies adopted by CBS Marketing teams to promote through more relevant consumer channels and reduce expense
- Pioneered a new social insights approach using real-time audience sentiment tools (Listen First, Tubular Labs, Sprinklr), driving strategic pivots for new show launches—resolving social contention for Clarice and The Equalizer; providing roadmap of social opportunities for CBS Evening News anchor vs key competitors
- Collaborated across CBS to deliver consumer positioning strategies and refine brand messaging; managed and mentored a direct report

VP, CROSS PLATFORM PROGRAM MANAGEMENT

COMSCORE, INC., NEW YORK, NY | 2017 - 2018

- Directed the client beta trial for Extended TV and relaunched the Client Advisory Program, advocating for client voice in refining product methodology, roadmap prioritization, and accelerating go to market efforts
- Produced go-to-market and training materials clarifying complex cross-platform methodologies and enabling broader client adoption; tools used by Sales, Marketing, and Customer Success teams
- Collaborated with Client Success and Product teams to deliver live product roadmap presentations & training to high-profile clients, increasing engagement and socializing Extended TV value in go to market efforts

VP, DIGITAL RESEARCH/ DIRECTOR WE TV RESEARCH

AMC NETWORKS, NEW YORK, NY | 2001 - 2016

- Delivered executive-level insights on viewing trends and brand performance, supporting \$2.8B in revenue
- Pioneered AMC Networks' first integrated cross-platform insights program, unifying digital and linear viewership data across five networks and global markets to inform brand strategy, content development, and campaign planning
- Conducted qualitative and quantitative research (focus groups, surveys, attitudinal segmentation) to guide brand, program, and franchise decisions—delivering insights that drove creative development and campaign optimization.
- WE TV – 2001 to 2006
 - Launched “Insider Panel,” a proprietary online panel (8k women age 18+), used to track brand perception and consumer behavior—featured as a case study at the 2006 CTAM Research Conference
 - Led all phases of brand health, pilot testing, program concept testing, and media usage studies, shaping WE TV's content strategy and brand identity within the competitive women's entertainment space
 - Provided insights that informed WE TV's shift into wedding-themed programming, refining audience targeting and driving audience growth
 - Collaborated with trade marketing to support ad sales efforts, contributing to the network's \$25M revenue target and expansion into 36M additional subscriber homes

Education:

Bachelor of Arts (BA), Communication, Rutgers University, New Brunswick, NJ

Accomplishments:

- Spoke at Beet Retreat Fireside Chat (3/30/22) [Three Keys For Alt.Currency Success: VideoAmp's Ciancarelli](#)
- [Measurement vs. Currency with Lisa Ciancarelli](#) – 2022 BIA Advisory Podcast
- [2019-20 Cynopsis Salary Survey](#) – Wrote analysis for Cynopsis Media downloaded by 2.8k users

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Skills:

Consumer Insights, Market Research, Analytics, Digital Marketing, Qualitative & Quantitative Research, Marketplace & Competitive Analysis, Brand Management, Data Visualization, Focus Groups & Surveys, Project Management, Social & Digital Analytics, Speaking & Presenting, Team Leadership, Budget Management, Service Agreements, Business Goal Planning, Writing, Nielsen, Comscore, VideoAmp, iSpot, MRI/Simmons, Listen First. Tubular Labs, Sprinklr, Conviva, Google Analytics, Omniture, Qualtrics