



ALEJANDRO GONZALEZ HERAS

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BACHELOR DEGREE IN SOCIOLOGY, URJC (2010-14)

MASTER IN SOCIAL RESEARCH METHODS: INNOVATIONS AND APLICACIONES, UCM (2014-17)

I am a sociologist with experience in all social & market research stages.

EXPERIENCE

PhD Student

Universitat Autònoma de Barcelona

April 2020 - Nowadays

Project: *The accumulation and use of social capital in young people with instability labour trajectories.*

FI Grant.

Department of **Sociology** (UAB).

Kantar INSIGHTS

(Millward Brown & TNS)

Project Manager (International)

June 2017 - March 2020

Key role in the project communication, organization and flow.

Very important role in **implementing** some of the **Kantar innovative tools**, platforms (KAP - Marketplace) and products (*Creative Domain*).

Takes **responsibility for managing** international and multi-country **projects**.

Ensures delivery to **high quality standards** (within timings and budgets).

Coordinates resources and teams (internal or external, multicultural and multidisciplinary).

Freelance

Social & Market Research Technician for the companies:

- Sociológica Tres
- Simple Lógica Investigación S.A.
- RedCrea

September 2015 - March 2017

Questionnaire design and logic.

Setting up table specs, statistical analysis (**SPSS - syntax**).

Database management and **reports**.

Some of the projects were published:

- [Technical education consultancy for the AECID.](#)
- [Impact evaluation \(for Fundación Telefónica\) regarding labor insertion.](#)
- [Impact evaluation \(for Fundación Telefónica\) regarding employment shuttles.](#)

Espacio de igualdad

Hermanas Mirabal

Gender workshops conductor and designer (Internship)

January 2014 - June 2014

Designing and **conducting workshops** in public schools in Tetuán (Madrid).

Statistical analysis and database management of the prostitution's evolution in Madrid during the last years.

Skills

High level of English both spoken and written (International experience in Ireland, Summer 2011)

Communication skills & Conflict resolution

High level of Project management

. SOFTWARE

SPSS, Barbwin, IBM Dimensions, Atlas.ti

PIVOT TABLES and DASHBOARDS in Excel

Visual Basic for Applications (VBA) - Excel

Research Techniques

. QUANTITATIVE

Questionnaire, drivers and KPIs design

Statistical analysis (bivariable, multivariate)

Reports

. QUALITATIVE

Qualitative interviews design

Conducting focus groups and interviews

Discourse analysis