

# Meghan Kelly

## Qualitative Research Analyst

Since graduating from Mesa State College in Grand Junction, CO with a Bachelor's Degree in Marketing and a Minor in Spanish, Meghan's professional experience has been in just that. She started her career working for a local non-profit organization that, at the time, was building their third retirement community. Meghan worked in the sales office and oversaw outside marketing efforts for development, assessed competitive projects, and wrote the community's first formal Marketing Plan. This led to her next position at a Denver based consulting firm specializing in the new home building industry—The Genesis Group. At Genesis, Meghan did both quantitative and qualitative research, and it was here where she found her niche on the qualitative side of the business. For two years Meghan managed the qualitative research practice at The Genesis Group.

When Meghan found the job posting for a Qualitative Research Analyst at Corona, she immediately felt led to the job. Not only were the wide range of projects and the diverse group of clients appealing, but Corona was the leading market research firm in Denver serving the Spanish-speaking community...it had to be a fit! "The interview process was very comfortable, thorough, and most of all confirmed that I wanted to work for Corona. I appreciated the team members' desires to not only hire the right fit for the company, but to also find the right fit for me. It was apparent from the start that they cared about their people."

Corona was the only job Meghan applied for, and she was thrilled when the offer came through. "When you find something you want, you've got to go for it!" She was excited about the growth of the company and felt the energy and optimism from the start.

As a Qualitative Analyst, Meghan's typical day includes designing focus group and personal interview guides, conducting primary research and analyzing the data after the fact. She also works with other Corona team members on a variety of tasks, including some quantitative work. Meghan looks forward to her career in this field and highly values the opportunity for continual learning. "Corona is clearly a growing company where I saw a great opportunity to enhance my career and learn from real professionals."

Being a Colorado native, Meghan enjoys the outdoors, but she does prefer the summer months of the year. She also enjoys spending time with friends and family, teaching Spanish on the side, and traveling when she can. Meghan has been blessed to have had the opportunity to visit four of the seven continents, including an extended stay in Chile to improve her Spanish skills. A few of her favorite things: the smell of fresh laundry, Coke fountain drinks, and unique house plants.

*"Corona is clearly a growing company where I saw a great opportunity to enhance my career and learn from real professionals."*