

Highly analytical behavioral science professional seeks a client-facing role, with emphasis on strategic analysis, communications research, attitudinal research and analysis, customer segmentation and insight, new market penetration, market research, offer testing, program development and tactical execution. Ten years of specialized experience in translating qualitative problem solving into quantitative results, utilizing advanced statistical techniques. Experience in Business to Business and Business to Consumer segments in industries including Interactive Marketing and Behavioral Targeting, Technology Services, Public Affairs, Education, Automotive, Consumer Goods and Services, Telecom, Financial, and Federal Government contracting.

EDUCATION

Ph.D., all coursework, American Studies/Research Methods	Saint Louis University	2002-2005
M.A., Religion and Social Sciences	The University of Chicago	2001
B.A., East Asian Studies	Wittenberg University	1999

Phi Beta Kappa, *Summa Cum Laude*, University Honors, Departmental Honors, Published Honors Thesis

PROFESSIONAL EXPERIENCE

Associate, Analytics Practice, MarketBridge, Bethesda, MD **Feb 2008-Present**

- Project manage all aspects of \$1.5M 12-month managed analytics retainer with Fortune 100 consumer goods company. Played key role in growing account 30% within first three months. Includes managing team of 3 junior analysts, and acting as primary liaison with all stakeholders at client company.
- Developed and managed vendor reporting program, which included comprehensive business reporting, co-branded campaign development, targeting, execution and performance reporting for 13 individual vendors.
- Project managed the build of interactive reporting portal for leading technology company. Portal became the main conduit of reseller performance management. Required managing team of 3, and developing and implementing comprehensive support documentation and training programs for all portal users.
- Designed series of marketing mix optimization models using panel data techniques for leading technology company. Models implemented internationally as key component of company-wide marketing planning.
- Lead Analyst and Modeler on projects requiring market research, survey design and analysis, analytics strategy and implementation.
- Advise senior staff on statistical methods and techniques on a variety of projects.

Business Analyst, TARGUSinfo, Vienna, VA **July 2006-Feb 2008**

- Lead Analyst and Project Manager on \$250k education client project. Developed model that increased client conversion rate by 8%, producing an additional \$36M in revenue for the client.
- Led cross-functional team of 9 people to update business logic and re-message On-Demand Lead Verification product. Product contributed \$9M to company revenue annually.
- Worked with cross-functional team to develop and launch LeadConversion Advisor product. Led team in development of analytic methodology and automated processes, and pre-release supporting materials.
- Utilized regression, CHAID, factor analysis, and cluster analysis techniques to identify and target customers for acquisition, cross-sell, up-sell, and retention for business-to-business and business-to-consumer segmentation projects.
- Presented “Building the Right Formula for ROI” at Online Lead Quality Summit, Las Vegas, NV to audience of Interactive Marketing C-level executives. Resulted in significant blog attention and multiple qualified sales leads.

Recruiter and Staffing Manager Gaskins Search Group, Annandale, VA **Feb 2006-July 2006**

- Led company transition of passive ad-based recruiting to active candidate sourcing. Trained staff on updated techniques. Resulted in 40% increase in permanent job requisitions.
- Achieved Certified Temporary Staffing Certification (CTS) of the National Association of Personnel Services.
- Managed 4 existing government contractor client accounts.

Analyst (Contract), United States Department of State, Washington, D.C.

Sept 2005-Dec 2005

- Developed United Nations voting trends analyses, enabling targeted advocacy efforts of key human rights resolutions.
- Prepared and secured approval for briefing reports and policy papers for administration officials.
- Wrote speeches for delivery at the United Nations General Assembly.

Project Manager/Graduate Assistant, Saint Louis University, St. Louis, MO

Sept 2003-June 2005

- Designed and conducted research projects and surveys, prepared and edited manuscripts.
- Independently conducted all daily project activities including budget and personnel management.
- Concurrently pursued Ph.D. in American Studies, Religious Extremism, with a concentration in Research Methods.

Survey Research Manager, Health Communication Research Laboratory, St. Louis, MO July 2002-Sept 2003

- Directed all activities related to telephone research center including budget and personnel management.
- Hired, trained, and supervised staff of 20 employees.
- Developed pricing and cost analysis metrics, enabling competitive bidding on external research projects.
- Designed and implemented analytic and data management strategies.

Research Assistant, National Opinion Research Center (NORC), Chicago, IL

Sept 1999-June 2001

- Developed and refined interview protocols, and quantitative surveys.
- Coded and analyzed qualitative and quantitative interview data.
- Conducted analyses and wrote reports and manuscripts.

TECHNICAL SKILLS

Qualitative and Quantitative Analysis, Specialized Interviewing Techniques including Key Informant and Semi-Structured, Focus Group Development and Moderation, Survey Sampling, Design and Analysis, Structural Equation Modeling, SAS, SPSS, Clementine, SQL Server, Atlas.ti, NVivo, Excel, Visual Basic, Access, MS Project

ADDITIONAL

- SQL Server and Querying Coursework
- SAS Analysis and Programming Coursework
- Direct Marketing Association Statistical Analysis Coursework
- Taught graduate level research methodology coursework
- Published eleven scholarly articles on topics including research methodology, behavioral science, religion, and East Asia
- Fluent in Japanese, Conversational in French, German, and Mandarin Chinese
- SECRET Security Clearance (Inactive)
- Alpha Delta Pi Alumna and Volunteer
- Youth For Understanding Alumna and Volunteer