

# Anyun Chatterjee

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## SUMMARY

Doctoral Researcher with 5+ years of experience at Temple University and Children's Hospital of Philadelphia, leading 10+ research projects on media effects, human-computer interaction, and topics in public health. Conducted over 50 in-depth interviews and content analyses, presented findings at 6 academic conferences, and contributed to 10 publications.

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## EXPERIENCE

### Doctoral Researcher

Temple University

August 2023 – Present, Philadelphia, PA

- Lead 5 research projects exploring media effects, human-computer interaction, and digital communication strategies.
- Conducted 50+ in-depth interviews and content analyses to examine how digital media influences user behavior and engagement.
- Presented findings at 3 academic conferences, contributing to 10 publications that inform media and communication strategies.

### Research Coordinator

Children's Hospital of Philadelphia

October 2022 – Present, Philadelphia, PA

- Coordinated mixed methods research on digital health tools in maternal and child health, involving 100+ participants.
- Developed 10+ research protocols, utilizing qualitative and quantitative data to understand communication efficacy and user engagement.
- Provided insights that led to a 15% improvement in the communication strategies of healthcare applications.
- Contributed to 8 policy papers and academic publications on effective health communication strategies.

### Research Assistant

Temple University

March 2021 – October 2022, Philadelphia, PA

- Supported 4 federally funded studies in health communication, focusing on media messaging and audience analysis.
- Conducted 30 interviews and thematic analyses to explore public perceptions of health-related media content.
- Contributed to 2 academic publications on effective health communication strategies.

### Digital Media Manager

Ohio Voice

May 2020 – October 2022, Columbus, OH

- Managed 200+ digital media campaigns, increasing user engagement by 35% through targeted content and media strategies.
- Designed 30+ web interfaces and content calendars, enhancing the accessibility of information for 1.5 million users across Ohio.
- Analyzed campaign data to refine communication strategies, leading to a 20% improvement in outreach effectiveness.

### Health Educator

Richland Public Health

June 2019 – May 2020, Mansfield, OH

- Developed 10+ public health programs, focusing on media-driven health literacy initiatives for over 400,000 individuals.
- Facilitated 12 workshops and 20 focus groups to gather insights on public health communication, improving program effectiveness by 30%.
- Created media content that reached 50,000+ residents, enhancing community health awareness.

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## EDUCATION

### Doctor of Philosophy in Media and Communication

Temple University • Philadelphia, PA • 2026

### Master of Public Health in Environmental Health Science and Policy

George Washington University • Washington, DC • 2019

### Bachelor of Arts in Biochemistry and Molecular Biology

University of California, Berkeley • Berkeley, CA • 2016

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## SKILLS

Research: Expertise in mixed methods research, including 200+ interviews, focus groups, and surveys. Proficient with NVivo, MaxQDA, REDCap, and Qualtrics.

Digital Communication: Skilled in developing and executing media strategies, content creation, and audience analysis.

Data Analysis: Proficient in inferential statistics and data visualization using R, SAS, Python (pandas), ggPlot, and Tableau.