Anyun Chatterjee

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Experience

Doctoral Researcher, Temple University   *Aug 2023 - Present*

- 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   *Oct 2022 - Present*

- 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.

Freelance Web Developer & Social Media Manager   *2015 - Present*

- Designed and managed digital communication strategies for 45+ clients, resulting in a 40% average increase in user engagement.

- Conducted audience research and media analysis for 20+ projects, improving client communication strategies by 35%.

- Developed a web app that experimentally tested media frames on generative AI usage, collecting data from 500+ users.

Research Assistant, Temple University   *Mar 2021 - Oct 2022*

- 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 5 policy papers and academic publications on effective health communication strategies.

Digital Media Manager, Ohio Voice   *May 2020 - Mar 2021*

- 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   *Jun 2019 - May 2020*

- 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.

Education

PhD in Media and Communication (in progress)

Temple University, Expected December 2026

Master of Public Health

George Washington University, Awarded May 2019

Bachelor of Arts

University of California, Berkeley, Awarded December 2016

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.

- **Full-Stack Web Development:** HTML, CSS (Bootstrap, Tailwind), JavaScript (JQuery, Node.js, React), PHP, and SQL (MySQL, PostgreSQL).

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