

# BRI McGREGOR

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## EDUCATION

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### Bachelors in Sociology, Minor in Statistics

*Brigham Young University-Idaho*

July 2026

Rexburg, ID

### Certificate in Data Science

*Brigham Young University-Idaho*

July 2026

Rexburg, ID

## WORK EXPERIENCE

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### Research Specialist

*Institutional Research and Assessment - BYU Idaho*

July 2025 – Present

Rexburg, ID

- Designed and facilitated 15+ focus groups and surveys, gathering qualitative and quantitative data to inform university-wide research initiatives, including projects for the Office of the President
- Conducted statistical and thematic analysis using tools such as Excel and R, integrating findings into actionable insights for administrative decision-making
- Authored literature reviews and contributed to research design, collaborating directly with the Research Director to develop original research questions and methodologies aligned with institutional goals

### Data Analyst

*Scroll - BYU Idaho*

Sept 2024 - Dec 2024; Sept 2025 – Present

Rexburg, ID

- Analyzed website traffic and social media engagement trends of 50,000 monthly visitors, providing insights to inform editorial strategy and audience targeting
- Collaborated with a staff of 20+ reporters and editors on data journalism projects, providing support in data sourcing, statistical analysis, and visual storytelling
- Developed custom visualizations and reports to communicate complex data clearly, enhancing the newsroom's ability to present data-driven stories to the public

### Editor-in-Chief

*Scroll - BYU Idaho*

Jan 2025 – Sept 2025

Rexburg, ID

- Increased monthly readership from 11,000 to 24,000 by leveraging audience analytics to identify growth opportunities and optimize content strategy across digital platforms
- Unified the publication's vision by formalizing cross-functional goals in reporting, marketing, and mentorship, fostering a cohesive and mission-driven newsroom culture
- Improved operational continuity by developing comprehensive guides and policies, ensuring long-term stability and smoother transitions for future student staff

## SKILLS

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### Data Science and Analytics

- Python (pandas, numpy, plotly)
- R (tidyverse, ggplot2)
- Excel (pivot tables, charts)
- Power BI
- SQL (MySQL)
- SPSS/PSPP
- Predictive Modeling
- Data Cleaning
- Logistic & Linear Regression

### Qualitative Methods

- Qualtrics
- Surveys, interviews, focus groups
- Observation, unobtrusive measures
- Thematic analysis & coding