

ISAIAH BERNAL

SANTA ANA, CA | (657) 210-2651 | ISAIAH.BERNAL17@GMAIL.COM | LINKEDIN.COM/IN/ISAIAHBERNAL/

EDUCATION

Azusa Pacific University

Master of Science in Research Psychology and Data Analysis | Concentration: Data Analysis

Azusa, CA

May 2023

California State University Fullerton

Bachelor of Arts in Psychology | Minor: Marketing

Fullerton, CA

RELEVANT COURSEWORK

Statistics: Multiple Regression, Factor Analysis, Analysis of Variance (ANOVA)

Research Methods: Experimental Design, Survey Research, Psychometrics

RELATED EXPERIENCE

Lead Researcher | Effects of SES on Impulsive Buying | California State University, Fullerton

August 2020 - January 2021

- Conducted research on impulsive buying behavior. Identified predictors of impulsive buying behavior including psychological characteristics, socio-economic status, and other demographic attributes
- Generated consumer behavior literature reviews identifying current data and alternative research methods

WORK EXPERIENCE

Royale Therapeutic Residential Center

Adjunctive Therapist

Santa Ana, CA

August 2021 – Present

- Team lead for adjunctive therapy on multiple units in facility (approximately 145 patients); assist with managing individual caseload of 19 patients
- Execute hospital's innovative and interactive curriculum for Exercise, Life Management and Leisure Education groups
- Support planning and execution of hospital-wide events on a weekly, monthly, and quarterly cadence (e.g., Resident of the week, birthday Ceremony, Holiday luncheons)
- Apply effective de-escalation skills with patients; frequently relied on by other colleagues for assistance with difficult situations

California State University Fullerton – Project Rebound

Peer Mentor

Fullerton, CA

January 2021 - May 2021

- Mentored and guided formerly incarcerated first year students toward a successful transition in a university by addressing their needs related to prior traumas and stressors. This has been shown to decrease the rate of recidivism by 43%
- Assisted mentees by identifying their strengths and weakness and demonstrated how to capitalize on their strengths
- Advocated for mentees access to resources on campus like counseling, advising, and planning
- Researched and compiled a list of resources for mentees based on their requirements
- Identified mentees needs, generated a comprehensive guide for my mentee to follow and tracked their progress
- Provided weekly case management notes to my supervisor and met weekly for debriefing

CERTIFICATIONS

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| • Social & Behavioral Research – Basic Course | • Marketing Foundations: Consumer Behavior |
| • Google Ads (AdWords) Essential Training | • WordPress.com Essential Training |
| • Google Analytics Essential Training | • SEO Foundations |
| • Complete IBM COGNOS Analytics 11 Cloud Training Course | • Marketing Customer Analytics, Segmentation & Targeting |

SKILLS

SKILLS: Data Analysis, SPSS, R, SAS, Microsoft Office Applications, Google Applications, HTML, CSS, Wix Data Analysis Presentations