

KERAGAN CAVOLO

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[LINKEDIN](#)

SKILLS & EXPERTISE

R, Rstudio, RMarkdown
SQL
Google Spreadsheets &
Microsoft Excel
Tableau
SPSS
Survey Monkey & Qualtrics
PowerPoint

EDUCATION

Google Data Analytics Professional
Certificate (March-April 2021)

M.A., Psychological Sciences from Northern
Arizona University (August 2017 - May
2019)

B.S., Psychological Sciences (Minor -
Statistics) from
Northern Arizona University (August 2014 -
May 2018)

AWARDS

Outstanding Senior Award at
Northern Arizona University (NAU)

3rd Place in the College of Behavioral
Sciences Research Poster Contest at
NAU

Outstanding Junior Award at NAU

2nd Place Best Overall Project at
NAU's Undergraduate Research
Symposium

RELEVANT EXPERIENCE

Digital Engagement Specialist

PUBLIC ALLIES ARIZONA AMERICORPS - SPECIAL OLYMPICS ARIZONA, SEPTEMBER 2020-PRESENT

- Utilized Google Spreadsheets to monitor and visualize social media analytics (incl. followers, monthly active users, post engagement, reach, etc.) on a weekly and monthly basis to drive future social media strategy and engagement
- Simplified the organization's Digital Engagement Request Microsoft Form, decreasing the time staff spent completing their requests by 56%
- Coordinated with programmer to build a streamlined system for tracking Zoom virtual event registrant and participant information (via developing a Python app that scrapes and formats the information into a Microsoft Excel sheet), reducing time spent manually tracking this information by 83%

Consulting Data Analyst

ROOSEVELT ROW COMMUNITY DEVELOPMENT CORPORATION, FEBRUARY 2021-MAY 2021

- Collected, cleaned, analyzed, and visualized data from 1360 arts district community members using Survey Monkey, Google Spreadsheets, Rstudio, and Tableau to identify and recommend opportunities to the board regarding future district-wide programming, wider community reach, and funding

Research Assistant/Coordinator

NORTHERN ARIZONA UNIVERSITY & UNIVERSITY OF GRONINGEN, 2016-2019

- Designed, executed, cleaned, and analyzed data from series of Amazon Mechanical Turk experiments to model the effect of nostalgia on individuals' collective action intentions using Microsoft Excel and SPSS
- Conducted sentiment analyses on data mined from Reddit using R to examine the relationship between self-evaluation use and affect present in Reddit users' text; Presented process and findings at regional conference
- Collected, cleaned, merged, and analyzed longitudinal data in SPSS to explore the role of the theory of planned behavior framework in affecting concussion-reporting behavior in collegiate football players
- Conducted regression analyses using SPSS for a peer-reviewed publication examining the relationship between use of an emotion regulation framework and stress in college students