

# 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