Gabriel E. Pantoja
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Applied researcher with advanced social science training and industry experience leading mixed-methods research across consumer insights, employee listening, UX, and data-driven decisions.

Professional and Research Experience

Chief Marketing Officer: Chronicle Creations Inc.
August 15, 2024 - Present
- Directed the digital marketing strategy for an edtech mobile app startup, prioritizing consumer insights and UX research initiatives
- Executed quantitative and qualitative research to inform consumer insights, marketing strategy, mobile app development, user experience, beta-testing, feature inclusion and exclusion
- Designed and analyzed surveys of 1,000+ target users using SurveyMonkey and SPSS to uncover insights on pain points, behaviors, value perception, product expectations, and pricing
- Led 20+ in-depth interviews with target users to evaluate product viability, usability, perceived value, and feature opportunities
- Managed all external communications through social media, email campaigns, website content, and press outreach to promote the company's product and brand
- Recruited, onboarded, and led a collaborative marketing team

Employee Experience Analyst: Willis Towers Watson
December 6, 2021 - September 15, 2023
- Delivered strategic consulting services to clients focused on enhancing, assessing, and optimizing HR functions and employee experience via employee listening campaigns
- Designed and executed quantitative employee listening surveys to discover actionable insights to improve employee engagement, leadership, development, culture, well-being, benefits, communication, and DEI for Fortune 500 organizations, non-profits and universities
- Led qualitative interviews and focus groups to identify key drivers of employee perceptions of rewards and benefits, translating insights into actionable recommendations
- Project managed teams involved in survey research initiatives from kick-off to delivery, ensuring they are completed on time, within budget and to the satisfaction of the client

Masters & Doctorate Research: The University of Texas at Austin; Texas A&M University
August 2013 - August 2021
- Applied quantitative and qualitative social science methods to analyze behaviors and attitudes across targeted populations, including students, employees, and organizations
- Independently designed and executed several survey instruments using Qualtrics to support quantitative research initiatives
- Conducted quantitative analyses using intermediate to advanced statistical methods in SPSS to derive insights from survey data from over 1000 participants
- Leveraged 30+ interviews, ethnographies, focus groups, and survey feedback, employing content and thematic analyses to identify patterns, behaviors, and insights in qualitative data
- Researched the interrelationship of how people communicate, behave and interact with technology (i.e., mobile devices, computer-mediated communication and information communication technologies)
- Researched employee perceptions, engagement, and communication to generate actionable insights that inform organizational culture, leadership, and employee listening strategies

Adjunct Professor: Collin College
September 1, 2023 – Present
- Translated social science and behavioral research into applied frameworks for communication, decision-making, and organizational behavior
- Designed and taught courses on business communication, strategic communication, employee behavior and organizational dynamics
- Coached soft-skills related to leadership, interviewing, teamwork, conflict management and public speaking
- Delivered concise, engaging presentations that make complex data-driven insights easy to understand

Educational Background

Ph.D.   2021   Texas A&M University
Major: Communications
Area of focus: Organizational Communication, Strategic Communication, Employee Behavior, Computer-mediated Communication

M.A.   2015   The University of Texas at Austin
Major: Communication Studies
Area of focus: Organizational Communication, Computer-mediated Communication, Interpersonal Communication

B.S.   2013   The University of Texas at Austin
Major: Communication Studies
Area of focus: Corporate Communication
Honors program: Senior Fellows Honors Program

Codecademy: User/UX Research Trainings and Certifications

- Learn User Research: Generative
- Learn Design Thinking: Ideation
- Introduction to UI and UX Design
- Learn Tableau for Data Visualization

Applicable Skills

Research: Social science, behavioral science, quantitative research, qualitative research, UX research, consumer insights, survey design, in-depth interviews, focus groups, and ethnography

Tools: SurveyMonkey, Qualtrics, SPSS, Excel, Tableau, Python, Google Workspace, AI-assisted research tools (ChatGPT, Gemini), Adobe Creative Suite, Google Analytics, Mailchimp, and Buffer