

November 2023

Peter Silverstein

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Curious, data driven researcher and analyst, passionate about asking questions, uncovering relationships, and finding holistic answers. Skilled in self-guided research, data analysis, and consumer psychology.

Research Interests

Consumer Behavior; Sustainable Decision Making; Behavioral Science; Sustainable/Ethical Consumption; Anti-Consumption; Circularity

Education

BA, Marketing (*Magna Cum Laude*)
College of Business and Economics, Western Washington University
Minors: Psychology, Analytics for Business

Relevant Coursework

Marketing

Principles of Marketing, Fundamentals of Market Research, Buying Behavior and Analysis, Sustainable Marketing, Digital Marketing, People and Money Psychological Behavior, Advanced Consumer Behavior Research (Independent Study w/ Dr. Armstrong Soule), Marketing Management and Strategy

Statistics

Applied Business Statistics, Predictive Analytics for Business

Psychology

Introduction to Psychology, Lifespan Developmental Psychology, Introduction to Abnormal Psychology, Cognition, Social Psychology

Research in Progress

Silverstein, Peter, Catherine A. Armstrong Soule and Sara Hanson, "Secondbrand Exchange: Traditional Retail Brands Selling Used Items," under revision after reject and resubmit at the *Journal of Retailing*.

Research Presentations and Posters

Silverstein, Peter, Catherine A. Armstrong Soule* and Sara Hanson (2022), "Secondbrand Exchange: Traditional Retail Brands Selling Used Items," North American Conference of the Association of Consumer Research, Denver, CO, October 2022.

Silverstein, Peter*, Catherine A. Armstrong Soule and Sara Hanson (2022), "Secondbrand Exchange: Traditional Retail Brands Selling Used Items," *Annual Society for Consumer Psychology Conference*, virtual.

Silverstein, Peter* and Catherine A. Armstrong Soule (2021), "Secondbrand Reselling: An Examination of Brand-Intermediated Secondhand Exchange in the Apparel Industry," *Western Scholars Showcase*, Western Washington University, virtual.

Selected Professional Experience

Dynata, LLC

Analyst, Research

November 2021 – Present

As a Research Analyst for Dynata, the world's largest single-source panel provider, I am responsible for the development, implementation, analysis, and reporting for a variety of brand lift and custom research.

- Performed survey-based advertising effectiveness research using control/exposed methodology, analyzed and reported findings to external stakeholders.
- Utilized statistical testing, including t-tests and logistic regression, for analysis of findings.
- Designed a multinational piece of research with the goal of measuring current opinions about diversity and inclusion in advertising, responsible to survey design and analysis of results. This research was reported in several major news outlets.
- Directly responsible for managing research on upwards of 15 complex, high-value studies at a time.

ARES Tool, LLC

Category Analyst Intern

October 2020 – March 2021

As a Category Analyst Intern for ARES Tool, I worked with the Category Manager to review our product line, make decisions about the product line based on sales and competitor data, and present our findings and recommendations to management.

- Pulled, cleaned, and applied several types of sales and product reports.
- Completed Market Needs Assessments on a regular basis. This involved collecting information about competition, reviewing pricing, sticking to deadlines, and presenting findings to superiors.

Eventcore

Data Analytics Intern

June 2019- September 2019

Worked with upper management as a Data Analytics Intern at Eventcore, an event software company. Learned about the decision-making process of the management team while creating custom tools for management based on their needs.

- Gained proficiency in many Excel functions, including lookups, pivot tables, graphs, and arrays, as well as learning how to self-teach techniques that I didn't know.

Honors

Named the Outstanding Discipline Graduate in Marketing, Class of 2021

Honor Roll: *Fall 2018, Fall & Winter 2019, Spring 2021*

Skills/Certifications

- GMAT Score: 730 (46 Verbal, 45 Quant, 8 Integrated Reasoning, 6 Written Essay)
- Inferential statistics (t-test, ANOVA, chi-square) and predictive analytics (multiple and logistic regression, variable/model selection, cross-validation)
- Literature reviews, survey development, report preparation
- Software/Programs: R/RStudio, Qualtrics, SPSS, Microsoft Office Suite, Google Suite
- CITI Certification: Human Subjects Research – Social-Behavioral-Educational (SBE) Foundations