

Tristan M Barquin

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Professional Experience

SKIM Analytical
Market Research Analyst

Hoboken, NJ
May 2022–Present

- Designed and executed surveys, fieldwork, analysis and reporting for Fortune 500 clients
- Developed a Python script within a Jupyter notebook to automate data cleaning process and save an hour per dataset
- Identified the optimal pricing strategy for product innovations to increase revenue potential by 7-10%
- Programmed custom quantitative surveys in Sawtooth Lighthouse using HTML, JavaScript, Unverified Perl
- Managed and analysed 20,000 respondents across 21 unique markets to guide the client's news ecosystem and messaging strategy

The Borgen Project
Marketing and PR Intern

Seattle, WA
January 2021–April 2021

- Improved likability and accessibility of company website through a custom survey and market research
- Wrote 50+ media outreach messages to social media influencers to grow brand awareness
- Exceeded fundraising goal of \$500 with an original Brand Strategy Campaign and donation letters

Alfa Beta Consultants
Marketing Intern

Barcelona, Spain
January 2020–May 2020

- Partnered and collaborated with financial advisors to help optimise our client's investment capital
- Created 3 databases with Excel to consolidate and organise customer relationship management information

Research Projects

Factors that Influence the Ability to Identify Disinformation in the Age of Social Media

Selinsgrove, PA
August 2020–December 2020

- Collaborated with 3 other undergraduate students to study what causes people to successfully identify false information on social media and in the news
- Ran data analysis tests (correlation and ANOVA) using SAS to find a story within the data
- Managed ambiguity, methods, and problems of conducting end to end research project

Consumer Spending Habits Before and During the Pandemic (Independent Research)

Selinsgrove, PA
January 2021–May 2021

- Wrangled and analysed ≈ 500 respondent data using Excel and SAS to identify spending trends in college students
- Completed quantitative and qualitative analysis between survey results and actual economic trends and events to confirm or deny my hypotheses
- Awarded Psychology Departmental Honours for exceptional research and academic record

Education

Susquehanna University
Bachelor of Arts in Psychology, cum laude

Selinsgrove, PA
August 2017–May 2021

Extracurriculars and Interests: Hoboken FC (semi-pro soccer), watch collecting

Tools and Methodologies: Python, Q, HTML, JavaScript, Unverified Perl, TURF, MaxDiff, Choice Based Conjoint