Tristan M Barquin

1000 Clinton Street, Hoboken, New Jersey
973-769-2635
TristanBarquin@gmail.com

Professional Experience

SKIM Analytical   Hoboken, NJ
Senior Market Research Analyst   May 2022–Present
- Designed and executed surveys, data collection and analysis for technology, CPG and automotive clients
- Developed a Python script to automate data cleaning, reducing time spent on each data set by 15%
- Delivered market simulators that model consumer behaviour to inform growth and product strategies
- Identified optimal pricing strategy for product innovations to increase revenue potential 7-10%
- Programmed custom quantitative surveys in Sawtooth Lighthouse using HTML, JavaScript, Unverified Perl
- Fielded and analysed ≈ 20,000 respondents across 21 markets to guide client's news ecosystem and messaging strategy

Nationwide Insurance   Flanders, NJ
Underwriter   July 2021–May 2022
- Analysed insurance applications to determine risk and eligibility for approval
- Created a custom evaluation checklist to improve review cycle efficiency by 20%
- Automated premium and deductible calculations, increasing application review capacity by 35%

The Borgen Project   Seattle, WA
Marketing and PR Intern   January 2021–April 2021
- Lead a quantitative study to improve usability and experience of the organization's donation page
- 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

Research Projects

Factors that Influence the Ability to Identify Disinformation in the Age of Social Media   Selinsgrove, PA
August 2020–December2020
- 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
- Processed ≈500 lines of 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   Selinsgrove, PA
Bachelor of Arts in Psychology, cum laude   August 2017–May 2021
Extracurriculars and Interests: Semi-Professional soccer player (Hoboken FC)
Tools and Statistical Methodologies: Microsoft Office, Python, R, HTML, JavaScript, Unverified Perl, C, TURF, MaxDiff, Choice Based Conjoint