

Abigail Balint

Providence, RI - Phone: (860) 299-3539 - Email: abbybalint@gmail.com

Education

University of Massachusetts Amherst – College of Social and Behavioral Sciences

B.A. Communication and Sociology, Cum Laude

August 2013 – May 2017

- Certificate in Media Literacy and focus on Media Studies | GPA: 3.61

Work Experience

Kantar – Warwick, RI/Remote

October 2017 – Present

Project Coordinator, Research Operations | October 2017 – August 2018

Project Manager, Research Operations | September 2018 – July 2019

Senior Project Manager, Research Operations | August 2019 – Present

- Generate client dashboards for viewing real time digital market research survey data, including results within KPIs, ad Creative data, audience demographics, site partners, and more.
- Clean and weight data for client deliverables using internal tools as well as Excel, combining critical thinking and standardized internal methodologies to maintain data integrity.
- Act as a constant point of contact aligned to multiple high stakes client projects at any given time, with tight turnarounds and crucial deadlines to be met throughout the life of the project. Utilize both a queue ticketing system as well as ad-hoc email asks to track project tasks.
- Focus in the Cross Media area of research where data is compared across both real-time digital tagged media and passive channels including TV, Social platforms, podcast, radio and more.
- Became familiar with various styles of media plans in order to advise on best practices for defining exposure footprints and meeting research goals.
- Provide operational support for system functionality to client leadership teams, while working cross-functionally with Programming and Product teams.
- Plan and execute training for junior team members, as well as write and maintain documentation.
- Advanced within the Research Operations department because of key leadership on client projects in the financial, CPG, Auto, and Social Media sectors, as well as involvement in ongoing efficiency and automation initiatives.

Citizens Bank – Riverside, RI

Data Entry Associate (Contract Role)

July 2017 – September 2017

- Assisted in a large data migration project that involved transferring client information from paper to electronic documents and organizing a share drive.
- Maintained extreme accuracy of client data using Excel and Wall Street Systems.

State Street Bank and Trust Company – Hadley, MA

Operations Processing Analyst

June 2015 – May 2017

- Entered large amounts of trade data using internal computer systems and Excel.
- Processed, manually booked, and resolved errors in trades of stock while using risk management.
- Provide operational support and insight to other departments.

General Electric Healthcare – Marlborough, MA

Human Resources Intern

June 2016 – August 2016

- Gained basic knowledge in a variety of areas of the HR function.
- Led and distributed a site-wide bi-weekly newsletter, as well as contributed material to internal company websites.
- Worked with a cross-functional team on a Culture style-guide project spanning length of internship.

University of Massachusetts Residential Life – Amherst, MA

Resident Assistant

August 2014 – May 2017

- Planned events, completed administrative work involving budgets and confidential data, and explored and promoted diversity and social justice with students.

Skills

- Microsoft - including Powerpoint and Excel (pivot tables, macros, basic formulas and functions)
- Operational support
- Market Research - including Data Insights, QA processes, data analysis, and deliverables