

## Ashleigh Frank

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<https://ashfrank1.github.io/ashfrank1/>

Graduate student at UTD with expertise in statistical analysis and utilizing software to maintain, analyze, and interpret data. Skilled in data-driven research and insights generation.

### EDUCATION

#### Master of Science in Social Data Analytics and Research

Expected December 2025

University of Texas at Dallas

GPA: 3.89

#### Bachelor of Science in Sociology University of Houston

December 2023

- Concentration in Health and Medicine; Psychology minor
- Magna Cum Laude

### ACADEMIC PROJECTS AND RESEARCH EXPERIENCE

#### Research Assistant at Social Processes Lab at UH

February 2023-December 2023

- Developed and collected research under different graduate student's studies through SONA systems to document participant data and their compensation credits
- Evaluated participant data via Google sheets and Qualtrics through documentation and proper organization
- Coordinated with M.D. Anderson research center to promote participation in studies through tabling and passing out informational flyers
- Conducted literature reviews for upcoming research

#### Information Management- SQL Database Project

Spring 2024

- Designed and deployed a relational database integrating hiking trails, nutritional food recommendations, recipes and water consumption guidelines using PostgreSQL and SQLite
- Designed an interactive web application using Shiny through RStudio, featuring a dynamic UI with dropdown selection, action buttons and expandable information cards
- Utilized RPostgres to connect the application to a PostgreSQL database managed through pgAdmin

#### Qualitative Research – Immigrant Assimilation in the Corporate World

Spring 2024

- Designed a qualitative research study exploring the social benefits of immigrant assimilation in corporate settings, analyzed qualitative data to identify themes related to career advancement, cultural adaption, and social inclusion
- Conducted semi-structured interviews and field observations to gather insights on workplace integration
- Developed a research protocol in alignment with Institutional Review Board (IRB) guidelines, ensuring ethical research practices.

#### CONNECT Fellow with Self-Esteem Elevated at UTD

September 2024-December 2024

- Interviewed participants of vision castings events and used qualitative analysis and text analysis to understand how they were impacted with self-esteem
- Developed a logic model to predict resource flow, key metrics, and desired impact
- Developed data plan to assess organizational effectiveness through participant data, event data, and analysis

#### Mixed-Methods Research - Methods of Data Collection and Production

Fall 2024

- Conducted a mixed-methods survey analyzing the impact of social media influencers on consumer behavior in fast fashion
- Utilized web scraping to collect social media advertising data and conducted a survey to assess consumer perceptions and studied best practices in web scraping with R and research methodologies
- Explored text mining using tidytext and text analysis using quanteda via RStudio to process and analyze text data
- Gained experience in hypothesis testing, survey design and research methodology, ensuring alignment with experimental best practices

### PROFESSIONAL EXPERIENCE

#### Front Desk/Swim Instructor at Black Tip Swim School

July 2024- Present

- Teach swim lessons to groups of up to 4 students, focusing on stroke technique improvement by utilizing personalized instruction and feedback to enhance student performance

- Handle class scheduling and student evaluations for clients via iClassPro System to ensure smooth operations, optimized class schedules and improved client satisfaction
  - Design graphics through Canva to illustrate information to customers and community engagement events
- Young Advocate at Young Invincibles September 2023-December 2023
- Evaluate the impact of healthcare and higher education policies on young adults (ages 18-34) in Texas through biweekly meetings to engage in advocacy development and public policy work
  - Increase awareness and empower young adults on key topics ranging from Health Insurance, Civic Engagement, Workforce, and Student Debt through organizing and facilitating teach-ins to foster discussions and provide educational resources, enhancing their understanding and involvement in critical policy issues

Game Master at Locktopia Escape Rooms August 2022- January 2024

- Lead and facilitate escape room experiences for groups of up to 10 people by communicating details of the game, explain clues to provide enhanced guest experience by providing engaging and clear guidance and maintaining an exciting environment
- Maintain cleanliness and organization in escape room spaces and common areas by regularly cleaning and organizing room, lobby areas and party rooms which provided a clean and welcoming environment

Daycare Student Assistant at UH Children's Learning Center October 2020- August 2023

- Organized paperwork and student data via online databases with ProCare to ensure accurate record-keeping
- Developed an organized filing system for employee training records and documents by creating and maintaining an Excel-based filing system for easy access and retrieval of documents.
- Assist in infants and toddlers' development along with speech, cognition, and practicing basic needs

## **SKILLS**

Technical Skills: Microsoft Applications, STATA, Qualtrics, Python, R and RStudio, SQL, Creating Databases and Applications

Professional Certifications: CPR/First Aid, CITI Human Research, Outstanding Graduate Student Nominee