

Si K. Ology

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EDUCATION

Carnegie Mellon University, Pittsburgh, PA
Bachelor of Science in Psychology
Minor: Statistics
G.P.A. 3.8/4.00

May 2015

RELEVANT EXPERIENCE

SpinMedia, New York, NY

May 2014-August 2014

Consumer Insights Intern

- Coordinated with 4 internal teams to use 3rd party research data and internal data to produce insights for the advertising and sales teams, resulting in a 20% increase in profitability
- Assisted in creating monthly reports detailing the size and demographics of the SpinMedia audience using comScore, Nielsen @Plan, and Google Analytics data
- Updated marketing and sales communication materials with the latest data analytics

Mad Science, Pittsburgh, PA

September 2013-April 2014

Instructor

- Taught and performed interactive science experiments for groups of 5-20 elementary school students
- Acted as liaison between parents and program managers for the school age programming

Carnegie Mellon University, Pittsburgh, PA

May 2013-August 2013

Research Assistant

- Assisted with the research of communal coping in couples in which once spouse was diagnosed with type-2 diabetes
- Interviewed and filmed over 100 participants for analysis
- Analyzed data from participant interviews and presented the data to
- Recruited over 30 new participants from health fairs

LEADERSHIP ACTIVITIES

Undergraduate Marketing Organization, Secretary

December 2012-present

- Scribed minutes for monthly club meetings
- Planned and implemented two programs concerning proper research techniques for the consumer insights and marketing research industry

Kappa Alpha Theta, *Member*

October 2012-present

- Planned events to integrate new members into the chapter through mentoring program

The Tartan, *Junior Staff Writer & Online Writer*

January 2012-present

- Wrote over 30 articles reviewing regional musical concerts as well as local restaurants

HONORS & AWARDS

Dietrich College Dean List, *Fall 2013 & Spring 2014*

- Calculated G.P.A. of 3.75 or higher for the semester

Order of Omega, *Fall 2013*

- Selected to represent the top five of the Greek community for high standard in scholarship and leadership

RELEVANT COURSEWORK

Advanced Data Analysis
Attitudes and Persuasion
Psychology of Gender
Research Methods in Cognitive Psychology
Social Psychology
Statistical Theory

SKILLS

Microsoft Office
Adobe
Spanish (Basic)