EMMA MISHEL, PHD

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PROFESSIONAL SUMMARY

- PhD-level researcher with 10+ years experience managing, designing, and executing end-to-end qualitative & quantitative research, including managing client relationships, overseeing junior research teams, ensuring on-time dissemination of deliverables, and oversight of research budgets.
- Deep understanding of research design, user and consumer behavior, market research, survey design, experimental design, and sociological & behavioral science principles.
- Strong ability to work cross-functionally to provide stakeholders & senior leadership with knowledgeable insights & actionable recommendations tied to driving quantifiable impact, and creating compelling stories from complex analyses for non-research audiences.

SELECTED EXPERIENCE

Senior Research Manager of Member Insights*, Sam's Club, Sept 2019—Present*
- Work cross-functionally with stakeholders and executive leaders from Walmart and Sam's Club's Product, Digital, Marketing, Membership, Engineering, Legal, & HR teams, as well as third party partners, to clearly define business questions and oversee research studies which impact over 1B customers and 2.4M associates.
- Design and manage data collection and end-to-end analysis from surveys, A/B tests, experiments, focus groups, interviews, and ethnography that help identify barriers/solutions to business problems, such as increasing member acquisition and retention, improving NPS and CSAT scores, and identifying drivers of loyalty.
- Serve as the voice of the member by synthesizing findings and proposing actionable insights to stakeholders and senior leadership through presentations, reports, and weekly meetings.
- Point of contact for third party partners to manage and oversee various research across multiple channels and teams.
- Direct manager of 3 research assistants.
- Awarded Sam's Club's "Making the Difference" Award, given to those who excel in their craft & provide exceptional impact to the business (2023).

Graduate Student Researcher, *New York University, Jan 2014 – Dec 2020*
- Spearheaded research on social change, shifts in public opinion, & trends in hiring in the labor market using mixed, experimental, and social psychological methods.
- Collected original data and analyzed large-scale national survey data.
- Managed and trained 5 undergraduate research assistants who served as my collaborators.
- Published in 7 peer-reviewed sociology journals.
- Presented research findings at 18 national conferences.
- Awarded 28 grants and fellowships totaling over $200K for my original research.
- Won ASA's Best Graduate Student Paper (2018).

Graduate Student Professor, *New York University, Sept 2018 — Aug 2019*
- Taught Undergraduate Research Methods courses, giving daily lectures & assignments on sociology, research methods, & writing.
- Won Dean's Outstanding Teaching Award (2019).

Quantitative Research Coordinator, *Connecting Youth, May 2014–Jan 2017*
- Implemented & analyzed data from 10K+ surveys with the goal of improving youth learning outcomes through connecting & engaging with technology.
- Lead survey design, data flow oversight, data cleaning, coding, analysis, & writing and dissemination of aggregate reports.
- Managed and trained 4 research assistants.
- Co-authored 2 chapters of the subsequent book based on our learnings.
- Awarded Digital Media and Learning Research Hub's Data Manager Award (2017).

Strategic Insights & Research Spring Associate, *Viacom/ Comedy Central, Jan–May 2014*
- Provided insights on Comedy Central's core brand demo by analyzing audience ratings and spearheading the creation of audience surveys.
- Helped analyze pilot testing of various TV pilots and episodes; presented insights to stakeholders to make sales & marketing arguments.
- Offered full time Strategic Insights Researcher role (declined; entered NYU PhD program).

EDUCATION

Ph.D. in Sociology – New York University, 2020
M.A. in Applied Quantitative Research – New York University, 2014
B.A. in Literary Journalism, minor Film & Media Studies – UC Irvine, 2008

TECHNICAL SKILLS & PROGRAMS

- Survey management tools (*Qualtrics, Decipher*)
- Customer experience & text analysis software (*Clarabridge, Medallia, Quid, OpinionLab*)
- Statistical analysis programs (*STATA, SAS, MarketSight*)
- Project Management tools & software *(Workfront, Jira, Confluence)*
- Microsoft Office Suite (*Word, Excel, PowerPoint, Outlook*)

SELECTED AWARDS

- Sam's Club's Making the Difference Award (2023)
- NYU Dean's Dissertation Fellowship (2020-2021)
- Sigma Xi, Scientific Research Honors (2020-2021)
- National Science Foundation Fellow (2020)
- Woodrow Wilson Foundation Fellow (2020)
- Henry MacCracken Fellow (2015-2020)
- Horowitz Foundation Fellow (2019)
- Provost's Global Research Initiative Fellow (2018-2019)
- Mainzer Fellow (2018)
- Best Graduate Student Paper, American Sociological Association (2018)
- NYU Student Senators Council Grant (2018)
- NYU Dean's Student Travel Grant (2016-2017)
- NYU's Original Research Grant (2017)
- NYU's Grant for Collaborative Research (2016)
- NYU Threesis Competition Finalist (2014)