Maia R. Chang
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Professional Experience

Experience
- Designing and executing research via methodology including online surveys, focus groups and on-site intercepts to answer client questions and develop recommendations
- Expertise in translating data into easily understandable, engaging and actionable reports for foodservice industry
- Cited in various U.S. and Canadian foodservice trade publications

Select experience by role:

Technomic Inc.,   Chicago, IL
Senior Research Analyst   8/2016-Present
- Lead creation of monthly syndicated reports on consumer behavior and demographics, featuring roughly 150 pgs of primary and secondary research per report
- Identify target consumers to evaluate strategies for year-long marketing campaign for leading fast-food chain
- Develop psychographic segments to help Fortune 500 food & beverage companies understand top needs of their B2B and B2C catering customers
- Present research findings, implications, and recommended strategies to Fortune 500 food & beverage clients

Research Analyst, Consumer Insights   8/2014-8/2016
- Developed and administered intercept surveys and focus group guides to measure impact of clients' campaign to reduce meat consumption
- Designed and tested surveys for syndicated reports and monthly infographics
- Created exhibits based on survey results and wrote insightful and concise analysis to drive client sales
- Researched foodservice industry landscape to provide context for syndicated reports

ORC International   New York, NY
Healthcare Market Research Intern   6/2013-8/2013
- Reported on semi-annual brand trackers, attitude and usage studies analyzing consumer satisfaction and messaging tests using MaxDiffs
- Analyzed focus group transcripts to help insurance companies to understand pain points of healthcare providers

Campus Catalyst   Chicago, IL
Non-Profit Student Consultant   1/2013-3/2013
- Interviewed non-profit executives for nationally-recognized youth financial education non-profit to resolve structural and funding issues
- Developed recommendations to enhance client's information dispersal, organization structure and impact in the local community

Education

The University of Chicago   Chicago, IL
Bachelor of Arts in Economics, Public Policy with Honors   June 2014
Major GPA: 3.53/4.00, Dean's List
Relevant Coursework: Behavioral Economics, Econometrics, Economic Analysis I–IV, Statistics, Quantitative Methods in Public Policy, Economic Analysis of Law, Marketing Strategy (Booth School of Business)

Skills & Interests

Skills: R, STATA, Excel, PowerPoint, LexiNexis, Factiva, Proficient in Chinese and Spanish
Interests: Experimental economics, choice architecture, 19th & 20th century history