Kayla Good

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| **Summary** | I am psychology researcher with 7 years of experience leading end-to-end research exploring how people think. I am passionate about applying what I’ve learned to drive conversions and help businesses achieve their goals. |
| Education | MA in Psychology, Stanford University in Stanford, CA (Expected March 2023)BA in Psychology, Reed College in Portland, OR (2017) |
| Experience | Marketing Intern, Evn CBD, *2022 – Present*   * Assist company founder with managing digital marketing operations * Conduct keyword research using Semrush and optimize website content for search engines * Plan brand communications and collaborate with copywriters to produce email newsletters as well as SEO-optimized blog posts and sponsored offsite content * Develop and maintain Google Ads campaigns and track their performance over time * Conduct competitive research on other brands’ websites and mobile apps and generate actionable insights to drive conversions * Spearhead operations for the Evn mobile app, including planning app features/integrations, creating push notification flows, and devising strategies to increase app downloads and purchases * Perform quality assurance across all types of brand-related content * Seek out and engage with opportunities to improve marketing skillset   Graduate Researcher, Stanford University, *2019 – Present*   * Lead, conceptualize, design, and conduct large-scale research projects * Gathered qualitative data from parents (N = 300) via open-ended survey questions and conducted a thematic analysis to identify key themes in their reactions to hypothetical scenarios * Conducted online surveys and applied linear mixed-effect regression to investigate the relationship between adults’ (N = 1,215) beliefs and their agreement with different parenting practices * Communicated research findings to a diverse range of audiences by presenting at conferences and publishing articles, both in [high-impact academic journals](https://srcd.onlinelibrary.wiley.com/doi/full/10.1111/cdev.13711) and [popular science outlets](https://www.scientificamerican.com/article/why-kids-are-afraid-to-ask-for-help/) * Received competitive $138,000 [grant from the National Science Foundation](https://www.nsfgrfp.org/)   Inclusive Teaching Fellow, Stanford Center for Teaching & Learning, *2021 – present*   * Proposed, managed, and procured funding for a multi-year project aimed at promoting inclusive teaching practices among graduate teaching assistants (TAs) * Designed and led interactive workshops on inclusive teaching strategies, resulting in 100% of TAs reporting more confidence in creating an inclusive learning environment in their classes   Admissions Representative, Stanford University, *2020 – 2022*   * Collaborated with a cross-functional team of faculty, students, and staff to develop clear evaluation criteria for assessing Psychology PhD applicants, resulting in a more efficient and equitable admissions process * Generated a system of linked spreadsheets for tracking ratings of applicants across several key metrics, facilitating coordination among the team of evaluators * Led analysis of applicant data to produce shortlist of interviewees   Lab Manager, University of Chicago*,* *2017 – 2019*   * Managed participant recruitment and data collection for over 10 research projects * Onboarded, trained, and mentored 15 undergraduate research assistants |
| Skills | Data analysis and data visualization in R, Excel, Google Sheets, Google Ads, Google Analytics, Qualtrics, Semrush, SQL |
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