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K I R A L O W E

PROFESSIONAL PROFILE

Experienced Data Analyst and recent UT Dallas graduate with advanced coursework in statistical analysis focused on social science data. Currently working as a research analyst and seeking a full-time position in a data-driven role. Key skills include:

TECHNICAL:

- Advanced: Excel, Stata, R, LISREL, NVivo
- Proficient: PostgreSQL, ArcGIS Pro, Qualtrics
- Intermediate: Python, Tableau

PERSONAL:

- Strong writing skills
- Excellent communicator and team player
- Constantly curious and proactively learning

EDUCATION

Master of Science in Social Data Analytics and Research | University of Texas at Dallas | GPA: 3.8 | May 2020

- Coursework included: multiple regression, structural equations, hierarchical linear modeling, knowledge mining, database design, research design, evaluation research, geospatial information science, cost-benefit analysis, and political-economic theory

Master of Music in Music Performance | Indiana University Jacobs School of Music | GPA: 3.8 | May 2010

Bachelor of Science in Music Education | Sam Houston State University | GPA: 3.8 | May 2008

RECENT PROFESSIONAL EXPERIENCE

Research Analyst | The Center for Simulation and Synthetic Humans at UT Dallas | 2019-Present

- Performed qualitative and quantitative analysis on survey, interview, and motion sensor data using tools like R, Excel, NVivo, and Tableau
- Authored clear and impactful reports for funding agencies including the National Institutes of Health
- Created posters and presented research both in-person and via web conference at industry events
- Maintained IRB applications, protocols, and documentation; Collaborated with programming and design teams to ensure data quality
- Developed research design and conducted literature reviews for grant applications

Financial Crimes Analyst | JCK Professional Services LLC | 2017 - 2019

- Conducted research of anti-money laundering laws and regulations
- Performed detailed gap analyses of policies; made recommendations for improvement
- Worked with senior staff to revise existing or develop new policies and procedures resulting in client compliance

Social Media Supervisor | Ansira | 2015 - 2017

- Collaboratively developed and implemented multi-million dollar social strategy for 8 clients in diverse industries; performed detailed data analysis to define and track campaign performance using Excel and a variety of social reporting and listening tools
- Developed and presented reports providing clear, data-driven, actionable insights to internal and external stakeholders and all levels
- Provided internal and external training on new technology and industry trends; trained and supervised reputation management team

Marketing Manager for Special Projects | Lyric Opera of Chicago | 2014 - 2015

- Used a data-driven approach to generate over \$3Million in revenue by managing media plan, overseeing creation of all advertising materials, and coordinating highly segmented, customer-focused communications
- Collaboratively created and implemented grassroots marketing plan for Lyric Unlimited community and education programs

Marketing Manager for Pops and Specials | Dallas Symphony Orchestra | 2013 - 2014

- Generated roughly \$2Million in revenue by using data to develop a dynamic pricing structure and target ads
- Mentored and trained new team members

Education Coordinator | Dallas Symphony Orchestra | 2012 - 2013

- Planned and implemented 9 youth concerts, 3 family concerts, a concerto competition, and dozens of in-school programs annually

SELECTED ACADEMIC PROJECTS

Nationalism and Immigration Fears in the 2016 Election | Spring 2020

- Analyzed American National Election Studies data using confirmatory factor analysis and structural equation modeling in Stata 16

Texas Legislative Transparency Database | Spring 2020

- Developed ERD and proof-of concept database using pgAdmin4 and PostgreSQL; began self-hosted website using Python/Django

Fake News: Examining the American Relationship with News Media | Fall 2019

- Performed machine learning techniques including tree-based methods using R