

# MASON ALEXANDER SHIHAB

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## Academics

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### Master of Behavioral and Decision Sciences (MBDS) University of Pennsylvania

Expected Graduation: Spring 2022  
Philadelphia, PA

- Key Courses: Seminar Decision Making, Behavioral Science Experimental Methods, Public Finance and Policy, Norms and Nudges, Data Science and Quantitative Modelling
- Behavioral Finance Design Challenge: Created a custom behavioral finance solution for a Top 4 consulting firm using product development, experimental design, project management, and data analysis with R.

### Bachelor of Science: Interdisciplinary Studies (Mathematics and Philosophy) Franklin University

2010 – 2014  
Columbus, OH

- Summa Cum Laude (GPA: 3.96).
- Inductee, Society of Leadership Scholars.

## Relevant Experience

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### Research Assistant CAIDe Lab at The Ohio State University

04/2019 – Present  
Columbus, OH

The Cognitive and Affective Influences in Decision making (CAIDe) Lab focuses on the affective and cognitive mechanisms that underlie decision making.

- Performs statistical analyses and data manipulation with SPSS, R, STATA, and Tableau.
- Creates experimental design and prepares surveys with Qualtrics for Amazon MTurk.
- Recruits organizational partners for data collection and seeks funding for projects.
- Authors pre-requisite Canvas modules using HTML for new undergraduate assistants.
- Manages research projects from design and funding to publication and revise/resubmit.

### Strategic Consultant Journey of Hope / Death Penalty Action

08/2019 – 12/2019  
Bexley, OH

- Advised on campaign communications, outreach, and policy.
- Coordinated a campaign that raised over \$50,000 and garnered media attention across Ohio.

### Account Manager First Financial Merchant Services / Payroc

12/2018 – 08/2019  
Dublin, OH

- Curated and provided custom financial technology business solutions.
- Maintained and serviced a diverse portfolio of merchant clients.

## Skills

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- Experimental Design
- Behavioral Science Research
- A/B Testing
- Client Management
- HTML Web Design
- Text Sentiment Analysis
- Data Manipulation and visualization with Python, R, and Tableau
- Statistics with SPSS/STATA
- Survey Design with Qualtrics
- Data collection, including through MTurk and Prolific
- Project Management
- Organizational Leadership