

Renee Katherine Zale

Somerville, Massachusetts ☎ (508) 259-1627 ✉ reneezale@gmail.com

SUMMARY

Develops data-driven strategies & insights for some of the world's most beloved brands through **quantitative and qualitative research**. Organized and efficient project/program manager with a love of cross-functional collaboration.

Comfortable with ambiguity and thrives in **fast paced, entrepreneurial environments**. Passionate about learning, coaching, and upskilling others.

Technology: Advanced PowerPoint and Excel. Data analysis + visualization experience in R, SPSS, and Tableau. Basic SQL.

Language: Fluent in Spanish, learning Portuguese.

Graduate level coursework: data analytics (R, SQL, Excel), data science (R), statistics, economics, marketing management. More information available upon request.

PROFESSIONAL EXPERIENCE

C Space, Boston, Massachusetts

June 2015 - Present

Senior Consultant, Data & Analytics (April 2020 - Present)

Consultant, Data & Analytics (June 2019 - April 2020)

- **Leading consulting projects** that combine quantitative research, data science/analytics, and qualitative insight. Specialties include segmentation, demand space segmentation, and driver analysis.
- **Building data-driven and consumer-focused strategies** that support marketing, product, brand, and beyond. Consulting with C Space's highest value clients on long-term strategic projects.
- **Coordinating with a team of data scientists**, scripting specialists and sample recruiters to ensure we gather the right data and choose the most impactful analytics approach.
- **Creating compelling deliverables** that 'translate' the methodology, findings, and recommendations for a range of technical and non-technical audiences, including C Suite executives.
- **Upskilling the business in Data & Analytics**. Co-lead trainer for the Data & Analytics Center of Excellence, a 6-month quantitative training program. Internal consulting with qualitative research teams to help them confidently deliver quant/analytics projects.
- **Pioneered a series of Data & Analytics 'firsts' for C Space**, including our first Tableau benchmarking tracker and brand tracker. Co-developed a COVID-19 sentiment tracker that leveraged participating clients' online community samples, allowing us to hear from 15,000+ respondents on a weekly basis for no cost to the business.

Consultant, Financial Services Vertical (April 2018 - June 2019)

Associate Consultant, Financial Services Vertical (June 2016 - March 2018)

- **Responsible for managing an account team and client relationship**, ensuring the team delivered relevant and actionable insights while developing their own research skillsets.
- **Managed the operations of one of C Space's largest accounts**, including overseeing an intensive contract expansion. Ran weekly team and client calls, created timelines and delegated owners of project components. Priced new projects and managed account budget and scope.
- **Led qualitative studies from start to finish**, ensuring research design would yield compelling and actionable results. Qualitative methodologies used included surveys, interviews, journals, collages, and C-Space proprietary methods. Created visually compelling PowerPoint deliverables and presented findings and recommendations to key stakeholders.
- **Ran 12 online research communities for clients in the Financial Services and Healthcare industries**. Developed communications and incentives strategies to drive member participation. Managed budgets of over \$200K.

ThinkImpact Company, Ciudad de Panamá, Panamá

Nov. 2013 – April 2015

Country Director, (April 2015 - Dec. 2015)

Program Coordinator, Princeton in Latin America Fellow, (Nov. 2013 - April 2015)

- Managed ThinkImpact Panama's operations, logistics, partnerships, and social entrepreneurship programming.
- Assisted in the set-up of ThinkImpact's operations during its first year of Panama programming, developed a strategy to prepare for a 413% increase in program participants in 2015.
- Coordinated 2-8 week social entrepreneurship/design thinking programs that fostered collaboration between students (grad and undergrad) and local entrepreneurs.
- Facilitated the creation of social businesses that use locally available resources to address community challenges (asset-based community development).
- Managed students, local interpreters, Program Assistants, and Program Coordinators.
- Developed program objectives, deliverables and itineraries; created program budgets, reported expenses.
- Led curriculum development and implementation, coordinated curriculum feedback among staff in four countries.
- Conducted post-program measurement and evaluation interviews with rural entrepreneurs.

Verbatim Advisory Group, Waltham, Massachusetts

Feb. - May 2013

Researcher- Latin America

- Conducted interviews in Spanish with business owners and executives in Latin America to discuss business performance, challenges, and industry trends (including consumer behavior, market trends, and advertising and promotions strategies).
- Transcribed and translated interviews into concise reports that accurately conveyed both qualitative and quantitative data.
- Regularly exceeded performance expectations, coached new Latin America researchers to achieve success.

Fundación Juventas, Tunja, Boyacá, Colombia

Jan. 2012 - Jan. 2013

Coordinator and English teacher, Juventas Language School

- Taught English to low-income and internally displaced children ages 4-18.
- Increased the number of participating students from 30 to 150; expanded the program to two new at-risk neighborhoods.
- Created the Juventas Language School Volunteers Program: Recruited and managed over 60 local and international volunteers, including four Fulbright English Teaching Assistants.
- Developed over 180 hours of curriculum materials for beginner to advanced level classes.
- Initiated and strengthened collaborations with local universities and institutions.

The International Institute of New England, Boston, MA

Sept. - Dec. 2011

Research and Fund Development Intern

- Researched potential grant opportunities and funding sources, made recommendations for potential grant-related projects.
- Researched health care models, CSA and beginning farmer-ranger programs for refugee clients.
- Assisted in developing a social media presence through blog posts, Facebook and Twitter.

Raising a Reader Massachusetts, Boston, MA

July - Sept. 2011

Measurement and Evaluations Fellow

- Analyzed data from parent and teacher program evaluation surveys using Excel, created reports based on survey data for use in Board meetings and program development. Learned survey development and implementation techniques.

EDUCATION

Elon University, Elon, NC

May 2011

Bachelor of Arts in Political Science & International Studies (*Latin American Concentration*).

GPA: 3.773

- Minors in Spanish, History and Latin American Studies. Studied abroad in Chile for two semesters.
- Received a \$15,000 Lumen Prize grant to investigate the influence of memory on the experience of returned political exiles in Chile. Conducted in-depth interviews in Spanish with returned exiles and Chilean human rights experts.
- Phi Beta Kappa; Elon University Presidential Scholarship recipient; Dean's List and President's List