

SUNIL SUCKOO

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Education

2016 **Amherst College (3.74 GPA)**
Anthropology
Magna Cum Laude Honors

2015 **Danish Institute for Study Abroad**
Gender Studies

Employment

Wunderman **Seattle, WA**
Planning/Strategy Intern **Oct 2016 to Present**

- Introduce UX and other formal research methods to Planning/Strategy team.
- Plan ongoing mixed-method research projects on Microsoft and T-Mobile users.
- Collaborate with cross-functional teams (creatives, copywriters, etc.) to create multi-channel advertisements.

Amherst College **Office of Student Affairs**
Resident Counselor (RC) **Aug 2013 to May 2014, Aug 2015 to May 2016**

- Planned 20+ events with nearly perfect attendance (20-25 students) using survey and ethnographic data.
- Co-founded the RC Council, which successfully advocated a +30% salary and +150% yearly budget.

Gregory S. Call Research Fellow **Department of Anthropology and Sociology**
Jun 2015 to Aug 2015

- Conducted preliminary thesis research (ethnography, field studies, survey design).
- Awarded \$4,280 summer living stipend and full funding (\$1,500+) for several concise (1-3 pages) and in-depth (10-15 pages) thesis research proposals and itemized budgets.

University of Chicago
Mellon Initiative Research Fellow **Jun 2014 to Aug 2014**

- Conducted qualitative research (ethnography, field studies, interviews, card sorting) on diversity in higher education.
- Presented at Leadership Alliance National Symposium (350+ undergraduates, 50 grad students, 25 scholars) and UChicago Research Symposium (20+ scholars).
- Proposed 10 new paid diversity center staff positions to Amherst College.

Projects

Rebrand Wunderman **Oct 2016 to Present**

- Present original branding campaign for Wunderman to executive leadership team.
- Conduct interviews, desk research, and fieldwork on Wunderman employees.

Millennial Cyborgs (Senior Thesis) **Aug 2015 to May 2016**

- Wrote 110-page thesis on American millennials' use of technology, based on 5+ years of ethnography, field studies, diary studies, interviews, and 140+ survey responses.
- Presented to 50+ students, 20+ doctoral scholars, and 10+ business professionals at the Five College Anthropology Conference.

Summary

- Experienced marketing researcher, with a focus on American millennials
- Record of implementing effective change.
- Interests: Random Acts of Kindness, Independent Films, Event Planning, and Flamin' Hot® Products.

Skills

Ethnography, Field Studies, Diary Studies, Interviewing, Survey Design, Card Sorting, Focus Groups, Presentation, Usability Testing, Affinity Diagram

Awards

Donald S. Pitkin Prize **2016**
Amherst College Anthropology-Sociology Department
\$400 to best Anthropology-Sociology thesis out of 12 honors theses.

Watson Fellowship Finalist **2016**
6% admission rate, 4 students selected on strength of research proposal, personal statement, and interview.

Valedictorian **2012**
Hazel Park High School
Rank 1 out of 200+ students.

Wilfred D. Webb Award **2012**
Hazel Park High School
The valedictorian with the strongest commitment to community service.

Mathematics Award **2012**
HPHS Department of Mathematics
\$25 to most promising AP Calculus student out of 20 students.

Writing Award **2012**
HPHS Department of English
\$25 to AP English student with the best writing skills out of 25 students.