

# SUNIL SUCKOO

✉ ssuckoo16@amherst.edu 🌐 <http://sunilsuckoo.github.io/> ☎ 734-255-5138

## 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** **Chicago, IL**  
**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

**The World of Millennials** **Oct 2016 to Present**

- Conduct interviews, desk research, and fieldwork on Wunderman employees.
- Present research to Planning/Strategy team to move beyond the "Digital Native."

**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

- 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.