Coca-Cola Center for Marketing Studies

MASTER OF MARKETING RESEARCH
We work with interested employers to facilitate the recruiting of graduates from our MMR program. We host a career fair, share student resumes, post job openings, as well as arrange on-campus interviews. Key dates for 2018-2019 are:

<table>
<thead>
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<th>Event</th>
<th>Dates</th>
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<tr>
<td>MMR Career Fair</td>
<td>November 28, 2018</td>
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<tr>
<td>Spring classes begin</td>
<td>January 9, 2019</td>
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<tr>
<td>On campus interviewing for MMR Advisory Board firms</td>
<td>Jan. 9 – April 29, 2019</td>
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<tr>
<td>General on campus interviewing</td>
<td>Feb. 4 – April 29, 2019</td>
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<tr>
<td>Spring classes end</td>
<td>April 30, 2019</td>
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<tr>
<td>UGA Commencement</td>
<td>May 10, 2019</td>
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The recruitment process generally encompasses three steps – MMR Career Fair, Preliminary Interviews, and Final Interviews at the firm’s premises. However, a firm may choose to skip one or more of these steps.

**MMR CAREER FAIR**

The MMR Career Fair, organized by the Center for Marketing Studies, provides an efficient way for recruiters from Advisory Board firms to interact and evaluate the current MMR students. The Career Fair is one of the events of the Fall Advisory Board meeting and is set this year for **Wednesday, November 28**. After evaluating the students at the Career Fair and reviewing their resumes, recruiters may create a short-list of students they would like to interview on campus, by phone or Skype, or at the firm.

Firms will have a booth to display their exhibits and distribute relevant materials regarding their firm and recruitment needs. The booths will be provided free of charge to MMR Advisory Board firms. Non-board firms will be invoiced $200 for their booth.

**ON CAMPUS INTERVIEWING AND PLACEMENT PROCEDURES**

Recruiting firms are welcome to interview on campus in the spring semester. The interviewing dates begin in January and can extend into April. Since there is a limited amount of ‘prime’ interviewing days, we encourage firms to plan ahead.
Confirming a date well in advance will allow us to arrange a productive and efficient interviewing period for both the students and firms.

The Coca-Cola Center for Marketing Studies will assist firms with the logistics for interviewing. We have interview rooms in the Terry College of Business — but these may not always be available during peak times. Alternatively, firms can reserve a small meeting room for interviewing at the Athens Holiday Inn, which is conveniently located close to the Terry College of Business. Many firms conduct spotlight sessions on Thursdays which includes a reception and interviews on Friday. This works best as no classes are scheduled on Fridays.

Each firm should evaluate the enclosed resumes and select an appropriate set of candidates to interview. Most firms choose to interview all MMR candidates who sign up; some interview a selected subset of students. Once an interviewing date has been confirmed, the Center will post that information for students to sign up. Interviewing should be conducted so as not to interfere with MMR academic programs and responsibilities.

FIRM VISITS

Many firms invite students for an on-site visit. Firms should contact the student(s) directly to make arrangements for such visits. Fridays and Spring Break are often a popular time for these visits.

OFFERS AND ACCEPTANCES

All employment offers should be made directly to the MMR student(s) with a notification to the MMR Program assistant, Jeanne Taylor (jeanne26@uga.edu). The students in turn notify the firm directly regarding their decision to accept or decline the offer. The offer information we request is detailed below and is summarized for reporting for internal purposes as well as to external constituencies for program rankings and accreditation. All such information will be held in strictest confidence.

- Salary
- Bonus (if applicable)
- Job Title
POLICIES

We ask all firms hiring MMRs to adhere to the following policies:

- **Communication:** Inform students of their status during the hiring process (e.g. invitation to the next round, offer of employment, still in consideration, or no longer in consideration) within three weeks of an interview.
- **Offer deadlines:** All offers should give students a minimum of two weeks to make a decision.

We ask all students to hold no more than two offers at any one time. Thus, once a third offer is received, the student will turn one down so that it might possibly be extended to a different student.

YOUR FEEDBACK

The MMR Program continues to evolve and we are particularly interested in feedback from firms who hire our graduates. We welcome your comments relative to:

- Interpersonal and intellectual profile of the students
- Academic preparation for employment
- Curriculum
- Salary guidelines and career opportunities
- Performance of MMR graduates

For questions, please contact Jeanne Taylor at (706) 542-0426 or jeanne26@uga.edu, Marcus Cunha (cunhamv@uga.edu), or Charlotte Mason (cmason@uga.edu).
MMR CANDIDATES
CLASS OF 2019
EDUCATION
The University of Georgia, Athens, GA
Master of Marketing Research Candidate
Expected: May 2019

Bachelor of Business Administration
Magna Cum Laude
Major: Marketing | Minor: Statistics

MARKETING RELATED EXPERIENCE
Merck & Co., Graduate Student Researcher, Athens, GA
September 2018 – Present
- Conducting primary and secondary research to guide development of new drug
- Performing competitive analysis of leading treatment options
- Identifying gaps in marketplace to inform investment decisions

American Marketing Association, Athens, GA
Coca-Cola Marketing Research Client Team
September 2016 - May 2017
- Analyzed student drinking habits of Coke-trademarked products
- Established recommendations for increasing student consumption and loyalty

Mentorship Program Co-Chair
January 2017 – May 2018
- Developed outline and objectives of the program
- Created forms and documentation to implement program in Spring of 2018

UPS Global Business Services, Strategy Intern, Atlanta, GA
June 2017 – August 2017
- Benchmarked cost per contact, shared services functions, and organizational structure of 8 leading shared services organizations
- Utilized Microsoft PowerBI to analyze the 200+ functions supported at 95 global sites
- Researched insight platforms to be used in future strategic decision making
- Prepared and organized presentation materials for the Chief Financial Officer

American Clinical Laboratories, Marketing Intern, Roswell, GA
June 2016 – August 2016
- Developed and monitored Google AdWords campaigns
- Generated lead list of potential clients within target market
- Created client contact database to allow for easier communication between management and clients about important notices
- Reviewed firm’s online presence, updating various incorrect and outdated information

OTHER EXPERIENCE
Athens Church, Guest Services Team Volunteer, Athens, GA
February 2016 – Present
- Provide approximately 18 hours of service per semester on Sunday mornings
- Greet, assist, and inform guests as they arrive and exit
- Collect and count weekly offering

SKILLS
Data Analysis Software: R, SPSS, JMP, SAS, Microsoft PowerBI
Qualtrics, Google AdWords, Google Analytics, Adobe Photoshop Elements

RELEVANT CERTIFICATIONS
Google Analytics Certified
September 2017 – March 2019
Arch Ready Professionalism Certificate
May 2015
Adithya Athreya
adithya9302@gmail.com | 404-324-3207 | 514-4, 1005 Macon Highway, Athens, GA- 30606
www.linkedin.com/in/adithya-athreya

EDUCATION

University of Georgia, Athens, GA
Master of Marketing Research, Terry College of Business (Expected May 2019)

National Institute of Technology, Tiruchirappalli, Tamil Nadu, India
B. Technology, Civil Engineering (June 2015)

EXPERIENCE

MMR Research Associates, Corporate Sponsored Project, University of Georgia
Student Researcher (August 2018-present)
- Conduct research using client’s technology platform at live events such as football games to capture consumers’ in the moment responses
- Explore validation of results by comparison with traditional survey methodology to determine best practices and applications of client’s platform

ZS Associates, Pune, India
Decision Analytics Associate (July 2015-April 2018)
- Engaged market planners and multiple stakeholders within the US-based pharmaceutical client organization to understand key business requirements
- Created in-depth questionnaires identifying physician & patient characteristics, attitudes, behavior, treatment patterns and market dynamics
- Analysed effectiveness of the client’s sales force messaging and tailored messages to align sales force strategy
- Estimated the future uptake of a new product and identified the key patient segments to focus on using conjoint analysis
- Developed a tool to create decision trees for identifying key drivers & barriers among customer segments to help targeting in cross-channel promotions and ease projection of segment data to the overall population of over 100,000 physicians

Sundaram Finance, Chennai, India
Student Intern (May 2014 to June 2014)
- Aggregated account-level loan & financial data including various socio-economic background information
- Developed a predictive model through Logistic regression using derived influence factors
- Identified potential NPL (Non-Performing Loan) & delinquents to provide analytical insights for decision making

TECHNICAL SKILLS

- Proficient: Microsoft Office (Excel, Word, PowerPoint)
- Experienced: R, SAS, SPSS, Qualtrics, SQL
Michael Black
117 Slide Ct, Milton GA 30004 | 407-405-8262 | mab18326@uga.edu | www.linkedin.com/in/michael-a-black

Education:

The University of Georgia, Athens, GA
Master of Marketing Research Candidate
Expected Graduation: May 2019

The University of Georgia, Athens, GA
Bachelor of Business Administration in Marketing
May 2018

Honors:
Entrepreneurship Certificate, Dean’s List, Zell Miller Scholarship

Relevant Coursework:
Introduction to Econometrics, Marketing Plan Strategy, Ad and Promo Management, Data Collection Methods, Qualitative Research Marketing, Principles of Marketing, Marketing Analytics, Multicultural Marketing, Consumer Behavior Economics, Marketing Research for Business Decisions

Marketing Experience:

Corporate Project Researcher, Arby’s, Athens, GA
August 2018-Present
• Conduct qualitative and quantitative research to answer questions about consumer visitation habits
• Segment consumers to better understand the target market and develop strategies to better market to these groups
• Analyze the research and use it to suggest insightful, actionable marketing strategies and decisions

Graduate Research Assistant, UGA, Athens, GA
August 2018-Present
• Assist in the research of a marketing professor at the University of Georgia
• Create and follow schedules and timelines in order to meet research and teaching deadlines
• Grade tests and papers of undergraduate marketing students and provide feedback and help on marketing concepts

Marketing Intern, Insightpool, Atlanta, GA
March 2017- August 2017
• Analyzed and interpreted data such as website traffic and email engagements, presenting them directly to the CEO
• Published blog posts using search engine optimization intended to drive more traffic to the website
• Developed content calendars, marketing campaigns, and automated emails that further promoted the platform

Other Work Experience:

Student Consultant, UGA MLC, Athens, GA
August 2017- April 2018
• Loaned equipment such as laptops and cameras to students of the University
• Maintained all computers and printers within the building, regularly preforming check-ups
• Helped students and faculty members with directions, technical questions, and other issues inside the building

Mentor and Tutor, Whatever it Takes UGA, Athens, GA.
August 2016- May 2018
• Tutored up to four elementary school students each week at East Athens Community Center
• Served as a positive role model and developed constructive relationships over time
• Participated in sports and other activities with the students to promote active lifestyles and teach teamwork

Skills and Certifications:
• SPSS, SAS, R, Qualtrics, Salesforce, MailChimp, AdWords, Pardot, Google Analytics, Wordpress
• Lynda Certifications in Excel 2016 and PowerPoint 2016
EDUCATION

University of Georgia- Terry College of Business  Athens, GA  Expected Spring 2019
• Masters in Marketing Research Candidate

Vanderbilt University  Nashville, TN  Spring 2018
• Bachelor of Arts in Economics, Magna Cum Laude
• Minors: French, Corporate Strategy

DIS Copenhagen  Copenhagen DK  Fall 2016

London School of Economics  London UK  Summer 2016

MARKETING AND RESEARCH EXPERIENCE

University of Georgia- Terry College of Business  Athens, GA, Graduate Assistant  Fall 2018- Present
• Awarded merit based assistantship within the UGA Marketing Department
• Assisting in cleaning, collecting, and analyzing data on beauty industry marketing trends

Johnson and Johnson Vision  Athens, GA, Student Consultant  Fall 2018- Present
• Conducting primary and secondary research to gain an understanding of unmet needs of new contact lens wearers
• Co-creating digital media content from focus groups and in-depth interview insights and designing surveys to test potential content
• Analyzing results of qualitative and quantitative research to provide recommendations

Nestlé Purina  St. Louis, MO, CMI-Digital & Media Insights Intern  Summer 2017
• Co-managed end-to-end responsibilities of in-market paid media campaign measurement including:
  o aligning brand objectives and attending brand meetings to ensure KPIs were met
  o developing surveys with a supplier to ensure alignment of brand objectives and research questions
  o analyzing results of campaign performance for insights and recommendations for future media planning
• Provided brands with monthly optimizations to current in-market media performance to minimize media waste
• Participated in capability and methodology presentations with a focus on Multi-Touch Attribution, linking of pre- and in-market testing, campaign specific ROI studies, as well as equity based research

Macroeconomic Advisors  St. Louis, MO- Marketing and Research Intern  Summer 2016
• Combined and imported primary and third party data into proprietary econometric model that provided US economic insights for publications used by leading financial analysts
• Developed presentations to illustrate the 300 key data variables, definitions, related equations, and impact
• Conducted research to support economic analyst content development on topics such as weather impact on GDP, historical labor trends by gender, tax revenue contribution by bracket, and Federal Reserve rate hike options

LEADERSHIP EXPERIENCE

Glamour Gals-Secretary/Treasurer  Fall 2017- Spring 2018
• Managed budget, corresponded with members, and scheduled weekly volunteer events at nursing homes

Vanderbilt Programming Board-City VU-Committee Member  Fall 2016-Spring 2018
• Engaged and integrated student body through organizing various opportunities to explore Nashville

Pi Beta Phi-VP Membership, Recruitment Committee, Policy and Standards Board  Spring 2015- Spring 2018

Dore for a Day-Student Ambassador  Fall 2014-Spring 2018
• Developed public speaking skills and marketed Vanderbilt through one-on-one tour program

AWARDS AND HONORS

Phi Beta Kappa: Academic Honors Society  C.C.I.P: Paris Chamber of Commerce, Business French
Pi Delta Phi: French Honors Society  Diploma, Degree 1
Dean’s List: Fall 2014-Fall 2018 (8 Semesters)

SKILLS

Software: Microsoft Office Suite, Qualtrics, AYTM, Google Ads and Analytics Certified, Canva, Tableau, SAS, SPSS, R
Languages: French (Conversational), Spanish (Beginner)
Joey Deutsch

Phone 678-477-5002  LinkedIn linkedin.com/in/joey-deutsch/
Address 250 Epps Bridge Pkwy, Athens, GA 30606  E-mail jdeutsch3@gmail.com

Education

Jun 2018 - May 2019 The University of Georgia - Master of Marketing Research Candidate
Athens, GA

Aug 2012 - May 2016 The University of Georgia - B.B.A Risk Management and Insurance
Athens, GA

Experience

Aug 2018 - present PayPal
Graduate Researcher - Athens, GA
• Conducted qualitative and quantitative research designed to better understand digital native purchase behavior in the e-commerce segment

Mar 2018 - present SKIM
Market Research Intern - Atlanta, GA
• Conducted primary research utilizing various methodologies including MaxDiff, Choice-based conjoint, Van Westendorp pricing, and TURF analysis
• Designed and programmed questionnaires in Sawtooth Software
• Created data visualization tools for large clients including customized dashboards and infographics
• Performed qualitative research for DirecTV streaming project

May 2015 - Mar 2018 American International Group (AIG)
Commercial Underwriter, Multinational Division - Atlanta, GA (July 2017 - March 2018)
• Responsible for the underwriting of international commercial insurance policies
• Oversaw training and managed workload of AIG summer intern
• Served as regional Defense Base Act hub leader
• Developed and implemented new system for tracking underwriter KPI production and territorial analysis

Commercial Underwriting Analyst, Multinational Division - Atlanta, GA (July 2016 - July 2017)
• Led cross-divisional group in the AIG Horizon Challenge - team placed second nationally
• Recruited as an AIG ambassador at college career days, professional associate panels, and internship interviews
• Created the standard operating procedure for Defense Base Act policy issuance - utilized by all multinational divisions nationwide

Commercial Underwriting Intern, Multinational Division - Atlanta, GA (May 2015 - August 2015)
• Implemented marketing initiative aimed at assisting underwriters in client meetings with updated marketing collateral
• Produced monthly reports tracking underwriter KPI's, territorial analysis, and regional production

May 2014 - Aug 2014 State Farm Insurance
Marketing Intern - Dawsonville, GA
• Priced and marketed State Farm personal and commercial line products
• Cultivated business relationships through community involvement in the Chamber of Commerce and Rotary Club

Additional Activities

Jun 2014 - 2016 Pi Sigma Epsilon - Marketing, Sales, and Management Fraternity
Establishment Ambassador - Athens, GA
• Obtained sponsorship from local establishments for Classic City Crawl charity event and exceeded personal sales goals set by project organizers
• Mentored two prospective students through initiation semester

Sponsorship Committee - Athens, GA
• Attained sponsors and donations for fundraising events and wishes
• Facilitated transactions in excess of $2,000 between Athens establishments and the foundation

Jan 2013 - May 2015 Alpha Kappa Psi - Professional Business Fraternity
Corporate Project Leader - Athens, GA
• Led pledge class of 30 members in semester-long project designed to improve the fraternity's community outreach efforts

May 2008 - Sep 2015 American Kneeboard Association
• National Kneeboard champion and national slalom record holder
• AKA certified judge
• Representative of the United States National Kneeboard Team

Software and Programs

Proficient: MS Excel, MS PowerPoint, Sawtooth Software, Qualtrics
Experience in: Tableau, SPSS, R, SAS
Abigail Dudman
345 Research Drive #61 • Athens, GA 30605 • ald67332@uga.edu • (404) 983-5959 • linkedin.com/in/abby-dudman

EDUCATION

University of Georgia – Athens, Georgia
Master of Marketing Research Candidate
May 2019

University of Georgia – Athens, Georgia
Bachelor of Business Administration Marketing
May 2018

WORK EXPERIENCE

University of Georgia – Athens, Georgia
Graduate Assistant
August 2018 – Present

- Assist a marketing professor with coding and any other research needs
- Provide a marketing professor with weekly articles to inspire her research
- Assist a marketing professor with running lab experiments

University of Georgia – Athens, Georgia
Graduate Student Researcher, Arby’s
August 2018 – Present

- Conduct qualitative research in the form of focus groups and in-depth interviews to identify key insights relating to consumers and their visits at QSRs
- Use Qualtrics to write, code, and administer a quantitative survey
- Analyze and interpret data to identify QSR segments with maximum conversion opportunity

The Big Fake Wedding – Norcross, Georgia
Marketing Intern
May 2017 – August 2017

- Created content for promoting events on Twitter
- Maintained relationships with local bloggers to encourage their attendance at events
- Brainstormed strategies for increasing social media following and engagement

Chick-fil-A – Snellville, Georgia
Position Leader/ Marketing Team Member
March 2012 – December 2014

- Supervised up to five employees to ensure quick service, quality food, and great customer service
- Planned and executed weekly events in-store as well as a yearly 5K race
- Visited local businesses to market catering services and offer samples

PERSONAL ACHIEVEMENTS

- Recipient of the highly competitive GeorgiA Impact Now (GAIN) Master’s Fellow Assistantship
- Recipient of the Chick-fil-A Scholarship
- Recipient of the Zell Scholarship

CERTIFICATIONS AND SOFTWARE SKILLS

- Google AdWords Search Certification
- Google Analytics Qualification
- Intermediate knowledge:
  - SAS
  - R
  - SPSS
  - Qualtrics
- Proficient:
  - Microsoft Office
Sarah Howe

(352)-339-0025                                909 E Broad St Athens, GA 30601
schowe97@gmail.com                                                                                       www.linkedin.com/in/sarah-howe11

Education

Master of Marketing Research (expected: May 2019)                                                               University of Georgia
Bachelor of Science, Business (Magna Cum Laude)                                        Florida State University

Experience

Johnson & Johnson Vision, Graduate Student Researcher August 2018- Present
• Developing digital support tools and creative features for the Acuve brand via customer feedback/ co-creation
• Testing potential content with a series of surveys targeted at first-time purchasers of Acuve contact lenses

MMR Program-Terry College of Business, Media Coordinator June 2018-Present
• Building email campaigns in MailChimp and Blackbaud, analyzing click streams and social media metrics
• Producing and editing visual content: infographics, conference recaps, videos, photos, etc.

Research Projects

RTI International, Consumer Perceptions October 2018-Present
• Using Brandwatch to segment consumer sentiment and associations with a particular technological advancement
• Conducting nationwide focus groups which will inform policymakers about the viability of proposed policy

Shakti Power Yoga, Satisfaction, Loyalty, & Key Drivers August 2018-Present
• Designing a survey to determine the most valued attributes for group fitness classes in the Athens area
• Building a key driver model for dissatisfaction amongst active class participants; aiming to boost NPS

Terrapin Beer Co., Product Development June 2018-July 2018
• Conducted qualitative research (IDI’s, focus groups, netnography, on-site interviews) to help Terrapin understand what their consumers desire from the following: brewery experience, packaging/design, and flavor

Internships

Jim Moran Institute for Global Entrepreneurship, Research Assistant February 2018- May 2018
• Consolidated industry data and used it to define characteristics of the target population: veteran owned businesses
• Formed demographic segments, developed targeted communication strategies, and allocated budget accordingly

Capital City Bank, Revenue Intern August 2017-January 2018
• Analyzed data from various departments, including: residential, automotive, institutional, and commercial
• Projects involved: data cleaning, Excel programming, identification of outliers, and assessment of forecasts

Supervalu, Risk Management Intern June 2017-August 2017
• Analyzed logistics data to determine sources of significant inventory loss (specifically for Fresh Market)
• Expanded the food safety plan which included: transit monitoring, inventory control, and OSHA compliance

Tacospeak, Marketing Team Lead February 2017-January 2018
• Monitored social media performance, created promotional strategies, and developed the brand biography
• Produced media content, designed and tested new merchandise, and established local business partnerships

Skills & Certifications
Tableau, SAS, SPSS, R, InDesign, Final Cut Pro, Qualtrics, Microsoft Excel, Blackbaud, MailChimp

Extracurricular
Children’s Miracle Network Sponsorship Captain, FSU Collegiate Honors Society, President’s List
Jessica Kay
jfkay@att.net · 150 W Broad St. Apt 436 Athens, GA 30601 · www.linkedin.com/in/jfkay · 925.858.2828

Education
University of Georgia
Master of Marketing Research
California State University, Chico
Bachelor of Science in Business Administration: Marketing
  magna cum laude
Study Abroad
  • Torino, Italy-Scuola di Amministrazione Aziendale (SAA)
  • Attended Operations Management & Business Leadership classes with students from various
    nationalities

Professional Experience
Graduate Student Researcher, PayPal (Athens, GA) August 2018-Present
  • Conducting qualitative and quantitative research to gain insight in the digital commerce payment
    market
  • Analyzing data to understand how to effectively advertise to their target market
Marketing Research Intern, ExecuteNow (San Ramon, CA) February 2017-September 2017
  • Revised surveys to conduct quantitative research
  • Created presentations with research results for Fortune 500 companies
  • Field management regarding product testing
  • Experience with primary research methods, observing focus groups
Disney College ProgramParticipant, Walt Disney World (Orlando, FL) August 2016-January 2017
  • Attractions hostess in Magic Kingdom
  • Provided exceptional guest service to thousands of guests weekly
  • Proven ability to communicate with domestic and international guests and peers daily
Marketing Intern, iHeartUs (Chico, CA) January 2016-May 2016
  • Managed social media platforms including Facebook, Twitter, and Instagram
  • Researched and analyzed competitor’s marketing materials
  • Initiated and maintained a crowd-funding campaign
  • Created and launched compelling marketing material including an explainer video

Skills & Certificates
  • Certifications: Lynda certification in Microsoft Excel and PowerPoint 2016
  • Experience with: Qualtrics, AYTM, SAS, SPSS, R

Achievements
  Dean’s List at California State University, Chico 2012-2016
  Beta Gamma Sigma 2015-2016
    • Organization comprised of the top 10% of students in 2016 graduating class
  American Marketing Association 2015-2016
  Recipient of Outstanding Marketing Academic Achievement Award 2016
  Professional Sales Certificate 2016

Extracurricular Activities
  Gamma Phi Beta Sorority 2013-2016
    • Internal/External Public Relations Director
    • Panhellenic Recruitment Counselor
    • Volunteer for Girls on the Run
BLAKE P. KOLE
C: 770-366-0846 ◆ 2375 South Lumpkin St. Apt 103, Athens, GA 30606 ◆ bkole1995@gmail.com ◆ www.linkedin.com/in/blake-kole

EDUCATION

Jun 2018 - Present  
University of Georgia  
*Terry College of Business*; Athens, GA  
*Master of Marketing Research Candidate, Expected Graduation May 2019*

Dec 2017  
University of Georgia  
*Terry College of Business*; Athens, GA  
Marketing B.B.A  
Cumulative GPA: 3.61

WORK EXPERIENCE

Jan 2018 – Jun 2018  
Silgan Closures: *HR Administrative Assistant*, Athens, GA  
- Organized and updated employee and personnel files for a bottle cap production facility  
- Maintained employee attendance records and provided management with detailed attendance reports  
- Helped create presentations and enforced proper workplace safety training programs  
- Answered and directed incoming calls and provided workplace safety instructions for all visiting contractors

May 2017 – Oct 2017  
Johnny’s New York Style Pizzeria: *Marketing Research Assistant*, Athens, GA  
- Created, administered, and analyzed customer experience surveys designed to educate management on potential performance gaps and key demographics in their customer base  
- Analyzed survey responses using SPSS, wrote report on findings and presented insights to management  
- Participated in weekly management meetings to discuss influences on data and explore marketing strategies aimed at increasing revenue and brand equity

PROJECT EXPERIENCE

Aug 2018 – Present  
Merck & Co.: *Graduate Researcher*, Athens, GA  
- Help Merck better understand the competitive landscape of the Diabetic Macular Edema/Diabetic Retinopathy therapeutic area  
- Analyze and distill secondary data of product pipeline, patient journey, and prescriber information to provide insights to help Merck achieve a favorable strategic position

Jun 2018 – Jul 2018  
Terrapin Beer Co.: *Graduate Researcher*, Athens, GA  
- Designed and conducted a multi-phased qualitative research study regarding brand perception of client company in the Athens Brewery scene  
- Worked alongside a team of researchers conducting interviews, preparing netnographies, and presenting findings to client

SUMMARY OF QUALIFICATIONS AND RELEVANT SKILLS

- Knowledgeable and experienced in R, SAS, SPSS, Qualtrics, and Microsoft Excel  
- Proven skills in experimental design, research methods, and formal report composition  
- Strong writer: detail-driven, analytical prose, expansive or concentrated depending on the nature of the prompt at hand  
- A supportive and hardworking team member  
- Intrinsically motivated to learn and provide value in any given position  
- Demonstrated ability to multi-task and prioritize tasks
EDUCATION

University of Georgia
Master of Marketing Research Candidate (MMR)
Terry College of Business
Athens, GA (Jun 2018-May 2019)

National Chung Hsing University
Bachelor of Science
International Bachelor Program of Agribusiness
Taichung, Taiwan (Sep 2013-Jun 2017)

RELEVANT EXPERIENCE

PayPal
San Jose, CA
Graduate Student Researcher (Sep 2018-Present)
• Conduct qualitative and quantitative research to better understand the target consumer’s digital payment behavior

National Chung Hsing University
Taichung, Taiwan
Part-time Research Assistant (Nov 2016-Dec 2017)
• Responsible for literature review, secondary data research, proofreading and translations on multiple agribusiness research projects
• Assisted the development of a research funding proposal, a conference paper proposal, and three scientific journals
• Offered ideas, provided insights and assistance necessary for Indonesia-related research projects
• Managed an online survey and market study in Indonesia

3H Farm, LLC Taiwan Branch
Tainan, Taiwan
Agribusiness Intern (Sep 2016-Jan 2017)
• Rotated regularly among different management and operational departments for a thorough agribusiness experience
• Involved in basic plants management and quality control, clerical tasks, inventory management, public relation events management, and R&D research assistance
• Earned an A+ for ‘Practice in Industry’ (assessed from internship proposal, final report, and supervisor evaluation sheet)

HONORS, AWARDS, AND SCHOLARSHIPS

• Honors Student of Taichung City 2017 awarded by Taichung City Government
• 2014 Ching-O Award for outstanding performance in moral and intellectual aspects
• National Chung Hsing University Merit Awards and Scholarship (5 semesters)
• National Chung Hsing University Scholarship for Foreign Students (4 years)

SKILLS

• Language: Native Indonesian, Fluent English, Conversational Chinese Mandarin
• Software: Proficient in Microsoft Office Suite, Experience with SPSS, SAS, R, Qualtrics
• Databases: Mintel, Gfk MRI, Simmons OneView
• Certification: Excel 2016 and PowerPoint 2016 Essential Training (Lynda)

COMMUNITY INVOLVEMENT

• Graduate Student and Young Professional Fellowship (Sep 2018-Present)
• Indonesian Student Organization at University of Georgia (Jun 2018-Present)
• Foreign Languages Access Centre English Workshop Host (Oct 2015-Jun 2017)
Hannah Maisel

EDUCATION

University of Georgia
August 2018 – Expected Graduation: May 2019
Master of Marketing Research Candidate

Clemson University
August 2015 – May 2018
B.S. in Marketing, Summa Cum Laude
Minor in Political Science

RESEARCH EXPERIENCE

Merck & Co. - UGA MMR Corporate Project
August 2018 – Present | Athens, GA
• Examine the drivers and barriers for adoption of drug treatments through qualitative and quantitative research methods
• Collaborate on vendor selection, protocol design, survey creation, data analytics, and report writing

Cause-Related Marketing Campaigns and Donors’ Political Ideologies
August 2017 – Present | Clemson, SC
• Working paper with Dr. Jeff Fine
• Developed and executed an experimental design and executed survey
• Applied regression techniques to examine how a beneficiary’s race and location and a donor’s political ideology affect the evaluation of cause-related marketing campaigns

Branding During Extraordinary Consumer Experiences
August 2017 – Present | Clemson, SC
• Working paper with Dr. Anastasia Thyroff
• Created Protocol and conducted multiple in-depth interviews with attendees at Lollapalooza Music Festival
• Analyzed transcripts using coding techniques for themes and metaphors

TECHNICAL SKILLS

- SPSS
- SAS
- R
- Qualtrics
- Microsoft Office Suite
- Adobe Premiere Pro
- Adobe InDesign
- Hootsuite Platform Certified
- MailChimp Email Marketing

WORK EXPERIENCE

Graduate Assistant, MMR Social Media Coordinator
August 2018 – Present | Athens, GA
• Formulate and implement digital content strategy on all social media platforms
• Craft communications and create promotional media content for marketing efforts.

EY, Marketing & Communications Intern
Summer 2017 | Dublin, Ireland
• Designed and executed nationwide marketing campaigns with the marketing team for EY Advisory Services
• Reconstructed customer relationship management lists and system for more accurate targeting efforts

CIS Ireland, Marketing Intern
Summer 2017 | Sandyford, Ireland
• Conducted research on expanding into Northern Ireland and identified key markets
• Reformulated digital marketing strategy
• Created quarterly marketing metrics reports from social media activity and website traffic

Congressman Jeff Duncan, District Intern
January 2016 – May 2016 | Anderson, SC
• Allocated casework and legislative work to the proper constituent liaisons
• Effectively communicated with constituents, updated the constituent database, and monitored local new outlets for press coverage

HONORS AND AWARDS

- MMR Program Millward Brown Assistantship
  August 2018
- Clemson University Award for Marketing Research
  April 2018
- Clemson University Excellence in Marketing Award
  April 2018
- Beta Gamma Sigma
  April 2017
- Thomas F. Chapman Leadership Scholar
  May 2016

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(251) 725-4048
hannah.maisel@uga.edu
www.linkedin.com/hannahmaisel
Collin McAlpine
120 Moose Club Dr B2, Athens, GA 30606
Collin.mcalpine25@uga.edu | (678) 763-5910 | www.linkedin.com/in/collin-mcalpine

EDUCATION
The University of Georgia
Athens, GA

Master of Marketing Research, Terry College of Business
Expected Graduation: May 2019
Bachelor of Business Administration in Marketing, Terry College of Business
May 2018
Minor: Statistics

PROFESSIONAL EXPERIENCE
SKIM / AT&T: Student Researcher- Athens, GA
August 2018 - May 2019
• Developed research plan and collected qualitative information through multiple in-depth interviews for analysis
• Designed and conducted a conjoint analysis using proprietary survey panel

Meograph, Inc.: Marketing Intern- Atlanta, GA
May 2017 - August 2017
• Created front-level dashboard to display user metrics to investors
• Implemented and integrated Google Analytics and AdWords
• Optimized Facebook Ads, App Store Optimization, and Search Engine Optimization

Verner and Associates, CPA: Summer Intern- Atlanta, GA
May 2015 - July 2015
• Balanced books for three small-business clients
• Managed payroll for two medium-sized firms
• Prepared tax forms for many small business and non-profit clients

CAMPUS INVOLVEMENT AND LEADERSHIP
Designated Dawgs- Athens, GA
Director of Risk Management
May 2017- Present
• Maintained volunteer and rider records of each operational weekend
• Analyzed reports based on records for efficiency and effectiveness
• Advised on improvements based on analytics
• Served as a member of the Executive Board; volunteer a minimum of 4 nights a semester

Volunteer Leadership Council Member
May 2016- May 2017
• Collaborated with the Executive Board and volunteers to improve nightly operations
• Recruited volunteers and sponsor organizations

American Marketing Association- Athens, GA
January 2016- Present
Member
• Participated in lectures and seminars pertaining to various fields of marketing

Shop with a Bulldawg- Athens, GA
December 2015, 2016, 2017
Mentor
• Raised funds to provide meaningful Christmas holidays for Athens-area elementary students
• Accompanied a mentee to choose gifts that encourage educational values and interests

SKILLS
Technical
• Google Analytics and AdWord certified; proficient in Microsoft Office Suite, Excel, SPSS, SAS, and R

Language
• Conversational Spanish
Daniel McDonald  
dm03090@uga.edu | 150 W Broad St. Athens, GA | 1-860-256-9522 | www.linkedin.com/in/dmcdonald15x

**Education**

**University of Georgia**, Athens, GA  
Master of Marketing Research Candidate  
Expected May 2019

**Northeastern University**, Boston, MA  
Bachelor of Science in Psychology  
May 2016

**Relevant Work Experience**

**Lowe’s**  
Graduate Student Researcher  
August 2018-Present

- Work with a vendor (Traquline) to better understand Lowe’s customers perceptions of the brand and shopping behavior through an extensive online panel
- Use advanced statistical techniques to discover new insights about the different segments of Lowe’s shoppers
- Conduct in depth interviews at Lowe’s stores in Athens, GA. to discuss the customer experience

**Dana Farber Cancer Institute**, Boston, MA  
Research Assistant  
October 2016-May 2018

- Led the data analysis process from start to finish for a qualitative study uncovering the emotions, questions, and concerns surrounding e-cigarettes from the consumers that were trying to quit the use of tobacco
- Used statistical packages such as STATA to run analysis on various projects addressing tobacco marketing and how it is perceived by its consumers
- Created academic posters on findings of research projects that were presented at major research conferences such as the Society for Research on Nicotine and Tobacco’s Annual Meeting in Europe.
- Completed numerous trainings both online and in person focused on a range of research skills, including coding patient transcripts, running two-way ANOVA tests, and project management

**3 Ace’s Restaurant**, Somers, CT  
Social Media Marketing Assistant  
June 2016-July 2017

- Conducted marketing research on competitors to analyze and implement successful marketing tactics and created customer focused surveys
- Uncovered insights regarding page posts, followers, and activity to effectively interact with existing and potential customers that led to new product offerings
- Managed the Facebook page and created content using original pictures, graphs, videos, and promotions

**Northeastern University**, Boston, MA  
Research Assistant  
September 2015-May 2016

- Ran experiments with 200+ participants examining women’s perception of idealized body image, perception of threatening faces, and the effect of framing on threat perception following the Boston Marathon bombing
- Analyzed ECG, electro-dermal activity, and cardiac impedance psychophysiological data to analyze threat perception after the presentation of threatening stimuli
- Participated in weekly meetings to analyze experimental findings and brainstorm ways to improve studies including conducting literature reviews to support the conclusions developed from our findings

**Technical Skills and Certifications**

Excel, Word, PowerPoint, Outlook, STATA, SAS, NVivo, SPSS, Social Media, and Qualtrics

**University of Georgia**, Professional Certificate, Principles of Market Research
HELEN MCDOWELL
255 Preserve Dr. 418 • Athens, GA 30606 • helen.mcdowell@uga.edu • (843)345-9509 • www.linkedin.com/in/helen-mcdowell

EDUCATION
University of Georgia, Athens, GA
Master of Marketing Research Candidate May 2019

Clemson University, Clemson, SC
Bachelor of Science in Marketing May 2018

Corvinus University, Budapest, Hungary Spring 2016

RELEVANT PROJECT EXPERIENCE
MMR Research Associates 2018-2019
Graduate Student Researcher
• Validate a new emotional measurement tool for in-the-moment data collection
• Partner with the University of Georgia’s Athletic Department to conduct field research to recommend opportunities to improve game-day experience
• Synthesize findings from secondary and primary research to determine best practices of the emotional measurement tool

Siemens Corporation
Undergraduate Student Researcher 2017
• Conducted 28 in depth interviews and 2 focus groups
• Analyzed and coded 600 pages of data
• Presented findings and actionable suggestions to Siemens executives and human resources personnel

WORK EXPERIENCE
Terry College of Business, University of Georgia 2018-2019
Graduate Assistant- MMR Student and Alumni Ambassador
• Recruit prospective students
• Plan and coordinate events to attract prospective students while garnering visibility for the MMR Program
• Consolidate the alumni database and devise large scale email marketing campaigns

Academic Success Center, Clemson University 2016-2018
Academic Tutor and Mentor
• Facilitated and evaluated continuous tutor development and training
• Lead tutoring sessions and discussed specific course content with over 120 student attendees
• Mentored peers on academic improvement and study skills

Siemens Corporation Summer 2017
Construction Sales Intern
• Compiled a comprehensive resource portfolio of sales information
• Participated in sales calls and office visits
• Aided clients in Siemens software and products training that improved efficiency and client relations

Crawford Strategy Summer 2016
Marketing Intern
• Performed competitive analysis for client projects
• Brainstormed, researched, and supported various marketing campaigns
• Increased visibility and event awareness through planning and execution of various events for the city of Greenville

SKILLS AND CERTIFICATIONS
SAS • SPSS • Hootsuite • Lynda for Microsoft Office • Lynda for R • CRLA • Institutional Review Board
EDUCATION

The University of Georgia, Athens, GA                      Graduation Date May 2019
Master of Marketing Research Candidate

The University of Georgia, Athens, GA                      August 2015 - May 2017
Bachelor of Science in Psychology

The University of Alabama, Tuscaloosa, AL                 August 2013 - May 2015
Core Curriculum

RESEARCH EXPERIENCE

Arby’s, Corporate Project                              August 2018 – Present
Graduate Student Researcher

• Aligning brand communication, devising strategies to increase customer visitation frequency and brand loyalty and
  identifying barriers to purchase decisions
• Leveraging a mixed-methods approach, featuring surveys, focus groups, intercepts, and IDIs to qualitatively and
  quantitatively discern consumer perceptions regarding Arby’s and their competitors

Terry Student Diversity Advisory Council                August 2018 – Present
Graduate Student Researcher

• Drafting surveys to measure the effectiveness of Mix-It-Up workshops
• Analyzing data to devise strategic tactics to be implemented by executive personnel

Terrapin Beer Company                                    June – July 2018
Graduate Student Researcher

• Segmented the local market through IDIs and netnography to gauge consumer perception of the brand relative to competitors
• Employed qualitative techniques such as netnography and IDIs to analyze consumer behavior and derived insights
• Synthesized findings to formulate data-driven, actionable recommendations for presentation to senior management

Psychology Department, University of Georgia, Athens, GA  January - May 2017
Research Assistant

• Explored implications of immediate-return versus delayed-return mindset on decision making and narcissistic attitudes
• Administered surveys to participants on a 1-to-1 basis with the intent of priming mindsets according to the experiment
• Guided research participants through tasks and verified progression through surveys to ensure validity of results
• Discussed these and other results among fellow researchers and their implications for human behavior

Psychology Department, University of Georgia, Athens, GA  August - December 2016
Research Assistant

• Oversaw execution of experiment that explored the Facial Feedback Hypothesis, the proposition that facial movement can
  influence emotional experience
• Demonstrated proper execution of procedure to groups of participants
• Ensured accurate manipulation of devices, administered surveys, and answered relevant questions throughout the duration of
  the experiment to ensure validity of results

Biological Sciences Department, University of Alabama, Tuscaloosa, AL   January - May 2014
Research Assistant

• Conducted an experiment that studied the effects of Alzheimer’s Disease on the ability of Zebra fish to navigate a maze and
  locate food
• Maintained camera condition, food supplies, cleanliness of water and overall health of animal subjects
• Applied problem solving and analytical skills to look for deviations in movement patterns in recorded videos

INTERNSHIP EXPERIENCE

PT Solutions, Acworth, GA                                 July - August 2015
Marietta Neurology and Headache Center, Marietta, GA       December 2014
Floyd Medical Center Urgent Care, Rome, GA                 July 2014
Shadow

• Gathered and directed patients, synthesized oral histories, recorded vitals, and participated in group discussions

HONORS

President’s List                                                                                   Summer 2016, Fall 2016
Psi Chi (International Honor Society in Psychology)                                             August 2016 – Present
Phi Eta Sigma (National Honor Society)                                                             January 2014 - Present
Dean’s List                                                                                       Spring 2014, Spring 2015
Honors College                                                                                   Fall 2013 - Spring 2015

TECHNICAL SKILLS

• Proficient in: Microsoft Office (PowerPoint, Excel, Word)
• Experience manipulating: SPSS, SAS, Tableau, R, and R Studio
EDUCATION

University of Georgia, Terry College of Business
Master of Marketing Research Candidate

University of Georgia, Terry College of Business
Bachelor of Business Administration in Marketing with a dual major in International Business
Minor in German
Graduated magna cum laude

PROFESSIONAL EXPERIENCE

Merck & Co.
Graduate Student Researcher
• Analyze competitive landscape for the introduction of a novel drug
• Examine secondary data to discover gaps in treatment of a specific therapeutic area

Terry College of Business – Marketing Department
Graduate Research Assistant
• Assist with research on choice deferral, inaction inertia, and regret

Cobb Pediatric Associates, PC
Marketing Intern
• Design marketing materials for advertising in the local community
• Create content for practice website and patient portal
• Edit various documents, including those used for recruitment and practice relocation

Medical Records Technician
• Manage confidential HIPAA–protected patient documents
• Import, categorize, and route electronic health records from hospitals and specialists

Business Analytics Center – Georgia Institute of Technology
Marketing and Events Intern
• Created informational documents for guests of analytics events
• Designed presentations to advertise future events and highlight available offerings
• Prepared venues for analytics events and streamlined guest check-in process

Family Eye Clinic
Marketing Intern
• Helped create marketing plan for the integration of Athlete Vision Training
• Assisted in the development of Athlete Vision Training website and brochures

HONORS & AWARDS
Recipient of the Georgia Impact Now (GAIN) highly competitive assistantship
Award for Best Undergraduate Student Research Paper, AIB-SE 2016 Conference
Member of Sigma Alpha Lambda Honor Society

COMPUTER & LANGUAGE SKILLS

Computer: Proficient in Microsoft Office Suite and Qualtrics; experience with SPSS, SAS, and R
Foreign Languages: Working knowledge of German and Greek; basic knowledge of Spanish

PRESENTATION
Presented the following research paper at the Academy of International Business Southeast 2016 Conference:
The Importance of Corruption, Cultural Similarities, and Geographic Distance in the Location of Foreign Direct Investment
Ashley Old
550 Dearing St. Apt. 20 Athens, GA 30606 | 830-305-6337 | ashley.old@uga.edu
www.linkedin.com/in/ashleyold/

EDUCATION

University of Georgia
Master of Marketing Research
Athens, GA
May 2019

Clemson University
Bachelor of Science in Psychology
Minor: Business Administration
Magna Cum Laude
Clemson, SC
May 2018

RESEARCH EXPERIENCE

PayPal Inc.
Graduate Student Researcher
San Jose, CA
August 2018 - May 2019
- Conduct qualitative and quantitative research to understand target consumer and switching behaviors
- Perform analyses on research to provide deliverables to client

University of Georgia Terry College of Business
Graduate Research Assistant
Athens, GA
August 2018 – May 2019
- Assist in conducting research on authentic beauty and brand perceptions of a cosmetic company, including running laboratory studies and analyzing social media posts
- Conduct research in consumer behavior and consumption

Clemson University College of Behavioral, Social, and Health Science
Undergraduate Research Assistant
Clemson, SC
August 2015 – May 2018
- Investigated the impact of a functional fidgeting device on the classroom behavior of elementary school students
- Conducted all aspects of research process including study design, implementation, data collection and analyses
- Designed and presented research posters at local and regional conferences

Clemson University College of Business
Undergraduate Research Assistant
Clemson, SC
August 2017 – May 2018
- Assisted with research in emotions in marketing, specifically dichotomous expression, and how emotions relate to consumption behaviors

HONORS AND RECOGNITIONS

- Merit-based Graduate Student Assistantship
- President’s List (5 semesters)
- Dean’s List (3 semesters)
- Psychology Department Award for Academic Excellence
- Phi Kappa Phi Honor Society

SKILLS AND CERTIFICATIONS

- **Software and Tools:** Experience in SAS, SPSS, R-Language, Qualtrics, AYTM
- **Certifications:** Lynda certification in Microsoft Excel and PowerPoint
Charlotte Price
150 Westpark Dr. #821 Athens, GA 30606 | (512) 293-9027 | charlotte.price@uga.edu

Education

University of Georgia – Athens, GA
  • Master of Marketing Research Candidate

Belmont University – Nashville, TN
  • Bachelor of Business Administration, Music Business
  • Minor in French (reading proficiency, basic speaking)
  • Honors Program

Projects

Restaurant Satisfaction Tracking Study – Norvell Marketing Research
  • Managing a project exploring customer satisfaction, awareness, attitude toward, and usage of restaurants
  • Analyzing survey data in SPSS, writing reports and summaries, forming recommendations

Corporate Project: Targeting Study for New Merck & Co. Drug – University of Georgia
  • Summarizing insights from secondary research in a formal report
  • Designing a qualitative study – enlisting third-party vendor, designing protocol, observing interviews, and reporting key findings
  • Developing a quantitative survey to gather insights about the drivers and barriers for patients on the path to purchase

Undergraduate Thesis – Belmont University
  • Analyzed the commodification of hip-hop culture using a sociological framework that explores changes in technology, law, and the market
  • Summarized and synthesized secondary sources to educate the reader and apply new ideas to the framework
  • Presented findings at an undergraduate research symposium

Experience

New Frontier Touring – Nashville, TN
  Intern
  • Gathered and organized data on music venues and potential buyers
  • Evaluated sales performance of upcoming shows by using ticketing data
  • Created deal memos and issued contracts for upcoming shows
  • Tracked contract execution and contacted buyers for outstanding documents

WRLT Lightning 100 (Tuned In Broadcasting Inc.) – Nashville, TN
  Intern
  • Administered and organized listener satisfaction surveys
  • Researched artists and events to develop written content for the company website

Thirty Tigers – Nashville, TN
  Intern, Digital Media and Marketing
  • Analyzed performance of online marketing campaigns
  • Researched “affinity” artists and potential brand partners for online and OOH campaigns
  • Brainstormed unconventional marketing opportunities for album release campaigns
  • Created a digital marketing and advertising forecast for presentation

Skills

Proficient: Hootsuite, Wix, Canva, Facebook Pages, Facebook Ad Manager, Twitter Ads, Outlook (databases, calendars), Excel (descriptive statistics, goal seek, solver, what-if analysis), SharePoint

Basic: SPSS, SAS, R, Qualtrics, AYTM, Illustrator, Photoshop, MailChimp, SurveyMonkey, Google Adwords

Research Methodology: cross-tabs, descriptive statistics, regression analysis, in-depth interviewing, qualitative coding, shop-alongs, ethnographies, netnographies, subculture & brand community theory

https://www.linkedin.com/in/charlottewprice
Kady Rogers  
Kaitlyn.Rogers@uga.edu • (808) 652-2942 • Athens, GA 30606

Education

University of Georgia  
Athens, GA  
Master of Marketing Research Candidate  
• Awarded merit-based Graduate Assistantship  

Clemson University  
Clemson, SC  
Bachelors of Science - Marketing  
Athens, GA  
May 2019  

Project Experience

MMR Research Associates Client Project

• MMR LIVE Morphii
  o Studied the effectiveness of Morphii software to accurately measure the consumer experience
  o Created surveys using Morphii-based questions to gain in-the-moment measures of experience
  o Surveyed participants at live events around the UGA Campus including football games and local events

Work Experience

The Walt Disney Company  
Orlando, FL

• College Program Intern- World of Disney Cast Member  
Jan. 2018-May 2018
  o Engaged with guests to assist in improving their overall experience in the store
  o Completed cashier tasks and processed multiple transactions
  o Restocked and inventoried the world’s largest Disney merchandise store
  o Resolved guest complaints and suggestions

• College Program Intern- Lifeguard  
May 2017-Jan. 2018
  o Worked as part of a team to guard and rescue swimmers
  o Obtained Ellis ILTP CPR and Lifeguard Certification
  o Regularly tested to perform emergency and life-saving techniques

Anderson Pediatric Dentistry  
Anderson, SC

• Marketing Intern  
Jan. 2016-April 2016
  o Maintained and promoted the practice’s social media presence using Facebook and Pinterest
  o Analyzed consumer engagement with the practice’s social media platforms
  o Created appointments for community outreach to promote dental hygiene with elementary school children

Volunteer Experience

NewSpring Church  
Clemson, SC

• Production Volunteer- Technical Director  
May 2016-May 2017
  o Trained 10 new volunteers on production equipment
  o Ran cameras and video switchers for live worship events
  o Provided 9 hours per week to produce an error-free worship experience for church events

Skills

• SPSS, SAS, Microsoft Office, Mac OS, ProPresenter, Qualtrics, AYTM
Holly Mills Schroeder
909 BROAD STREET ATHENS, GA 30601 UNIT 636 HMS83037@UGA.EDU 813-731-5076
WWW.LINKEDIN.COM/IN/HOLLY-SCHROEDER-5A0729B2/

EDUCATION
The University of Georgia
Master of Marketing Research

The University of Georgia
Bachelor of Business Administration in Marketing
Emphasis in digital marketing

WORK EXPERIENCE
Lowe’s Companies Inc. Aug. 2018- Present
Graduate Student Researcher

• Conducted in-depth segmentation research using customer data
• Analyze segmentation data and tracking study (TraqLine) to understand buyer behavior
• Conducted qualitative research including In-depth Interviews and intercepts

Social Media and Digital Outreach Coordinator

• Developed, programmed and analyzed customer satisfaction surveys using Qualtrics
• Managed all social media accounts including monitoring and replying to customer reviews
• Responsible for maintaining and updating company website

Media Assistant

• Monitored CPA and ROAS online ad spent metrics via Excel dashboards
• Collaborated with the social media team to create key messages to drive brand awareness
• Maintained company’s Facebook, Twitter and Instagram social media accounts
• Created PowerPoint presentations for key client pitches

Paul L Agnew Attorney at Law Aug 2016 – Apr 2017
Legal Intern

• Managed weekly billing using Excel
• Researched and secured important legal documents such as deeds and estate files
• Composed and drafted confidential legal documents such as wills and deeds of distribution

SKILLS & CERTIFICATIONS
Software and Programs: Experience in SAS, SPSS, Qualtrics, Simmons, Tableau, Excel, InDesign

Certifications: Google Analytics, AdWords Fundamentals, Lynda Excel & PowerPoint 2016

Research Methodologies: Experience with in-depth interview, focus groups, ethnographic/ netnographic research

CAMPUS AND COMMUNITY INVOLVEMENT
UGA Study Abroad – Fall 2015 Florence, Italy and Summer 2017 Australia & New Zealand
Member of Phi Beta Kappa, Honor Society
Summer Camp Counselor at Nonprofit, The Fresh Air Home (serviced families that fall below the poverty line)
Member of UGA Wesley Campus Ministry
Heather Shelton  
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**TERRY COLLEGE OF BUSINESS • MARKETING RESEARCH • CRITICAL THINKER • HARD WORKER • ANALYTICAL**

**EDUCATION**

**University of Georgia, Terry College of Business**  
*Master of Marketing Research Candidate*  
June 2018 - May 2019

**University of Georgia, Terry College of Business**  
*Bachelor of Business Administration in Marketing, Cum Laude*  
August 2014 - May 2018

*UGA Study Abroad - South America; Panamá; Hawai‘i*

**EXPERIENCE**

**University of Georgia, AT&T / SKIM**  
*Graduate Student Researcher, Athens Georgia*  
August 2018 - Present

- Executing qualitative research in the form of focus groups and in-depth interviews to better understand consumer behavior
- Conducting quantitative research in the form of conjoint analyses from survey data
- Analyzing data to uncover drivers of brand retention and switching behavior among millennials

**University of Georgia, Terry Student Diversity Advocacy Council**  
*Graduate Student Researcher, Athens Georgia*  
August 2018 - Present

- Designing surveys to help measure the effectiveness of diversity training workshops in Terry
- Contributing creative ideas for aspects of the workshops
- Analyzing data to garner insights and provide recommendations to iteratively improve each workshop

**Two Men and a Truck**  
*Marketing Coordinator Intern, Athens Georgia*  
June 2017 - December 2017

- Responsible for various projects including grassroots marketing, maintaining social networks and recruiting, as well as working with corporate marketing to develop and implement strategies for the local franchise
- Engaged in local business networking events and representing the company at local charity events
- Featured in TV segment (ATL-WGCL) promoting service offering
- Organized successful grand re-opening event

**University of Georgia Campus Transit**  
*Student Bus Operator, Athens Georgia*  
August 2015 – June 2018

- Safely operating a bus in traffic around campus and serving hundreds of students, staff, and faculty during my schooling
- Holding Class B commercial driver’s license

**COMMUNITY INVOLVEMENT**

- Rotaract Secretary & Hospitality Chair (2016); Volunteer Liaison (2015)
- Clarke County Elementary School Mentor (2016, 2017)

**SKILLS AND CERTIFICATIONS**

- Experience with SPSS, SAS, R, Qualtrics
- Lynda Certified in Microsoft Excel, PowerPoint, R
Mary Martin Shook
150 W Broad. Street, Apt. 517 | Athens, GA 30601
(678) 772-1095 | marymartin.shook@uga.edu | www.linkedin.com/in/mary-martin-shook

EDUCATION
The University of Georgia, Athens, GA
Master of Marketing Research Candidate May 2019
Bachelor of Arts in Journalism May 2018
Major: Public Relations, Minor: Fashion Merchandising

EXPERIENCE
Lowe’s, Mooresville, NC August 2018-May 2019
Graduate Student Researcher
- Validating a 2017 segmentation study and discovering new insights about distinct Home Improvement segments from two large datasets
- Conducting in-store interviews with consumers at Athens store locations

Delta Air Lines, Atlanta, GA Spring 2018
Student Account Executive
- Led qualitative and quantitative research efforts, consisting of an online survey and in-depth interviews
- Developed marketing campaign with team of advertising and public relations students
- Presented the finished campaign to marketing department executives at Delta headquarters

SCOUT Marketing, Atlanta, GA Summer 2017
Account Services Intern
- Collaborated with account managers on consumer and B2B projects for six accounts
- Performed competitive research and analysis for B2B and B2C clients
- Analyzed data to develop case studies as part of a groundbreaking playbook for Coca-Cola’s Venturing and Emerging Brands business unit
- Contributed to internal project brainstorms and strategy/planning sessions

SKILLS & CERTIFICATIONS
Software & Programs: Proficient in Microsoft Office Suite, experience with SPSS, SAS, R, Qualtrics, AYTM
Certifications: Lynda Excel and PowerPoint 2016; Inbound Marketing; New Media
Research Methodologies: Experience with in-depth interviews, ethnographic/netnographic research, content analysis coding

LEADERSHIP ACTIVITIES
Public Relations Student Society of America 2017-2018
Recruitment Chair
- Planned and executed events and campaigns to encourage students to join the largest chapter in the country; gained 304 new members

Chi Omega 2018
Marketing Director
- Developed marketing strategy for all of our chapter’s digital media including our website, Facebook, Twitter and Instagram accounts
Lindsey Stapleton
lindstap@uga.edu | 229-921-8152 | 150 W Broad Street, #622, Athens, GA 30601 | linkedin.com/in/lindseybstapleton

EDUCATION

The University of Georgia
Master of Marketing Research Candidate

The University of Georgia
Bachelor of Business Administration in Marketing and International Business | Certificate: Legal Studies

UGA Study Abroad: Australia

WORK EXPERIENCE

AT&T & SKIM Graduate Student Researcher, Athens, GA
August 2018-Present
− Conduct qualitative and quantitative research to help AT&T explore a key target segment’s behavior around wireless phone plans
− Construct discussion guides for in-depth interviews, consult with both client and supplier executives

ExportGA, Intern, Lawrenceville, GA
January 2016-April 2016
− Participated in a UGA intensive internship course with Georgia’s Small Business Development Center
− Worked closely with a company to help provide the participating businesses the tools they needed to globalize their product
− Analyzed international legal and cultural environments to determine profitable exporting markets

Rdstyle, Intern, New York City, NY
June 2017-August 2017
− Supported executives in preparing and holding meetings with buyers and had exposure to corporate customers
− Aided administration in a wholesale clothing showroom and supervised periodic sample sales
− Called accounts to maintain customer service and generate sales
− Maintained files and organized showroom. Assessed customer and executive needs

Blasingame, Burch, Garrard & Ashley, P.C., Legal File Clerk, Athens, GA
May 2016-December 2016
− Supported two attorneys in handling and maintaining files
− Assisted with data entry and organization/retrieval of paper and electronic documents

Onward Reserve, Sales Associate, Athens, GA
August 2015-February 2016
− Delivered customer service to create sales by actively seeking out customers and assisting with purchases
− Handled financial transactions and issued receipts, refunds, credits, and change due to customers

SKILLS & CERTIFICATIONS

Software and Tools: Proficient in Microsoft Office, experience with Google Analytics, SPSS, SAS, Qualtrics
Research Methodologies:
• Experience with ethnographic and netnographic research
• Experience with moderating and recruiting with in-depth interviews
Certifications: Google Analytics, Lynda Excel & PowerPoint 2016
Language: Introductory knowledge of written and oral Spanish

LEADERSHIP EXPERIENCE

Zeta Tau Alpha
August 2013-May 2017
− Served in several leadership positions including Enrichment Chairman, Philanthropy Sponsorship Chairman, Judicial Committee, New Member Council, Philanthropy Committee

Freshman Greek Leaders
December 2013-April 2014
− Connected with fellow freshman sorority and fraternity members to learn about opportunities in leadership and connections within Greek life

UGA Heroes, HERO Event Committee Member
January 2014-April 2014
− Promoted and organized HERO events to spread the mission throughout UGA’s campus

VOLUNTEER EXPERIENCE

Breast Cancer Education and Awareness
August 2013-May 2017
− Fundraised and participated in Breast Cancer Education and Awareness events throughout the Athens community

Athens Clarke County Mentor Program
January 2015-May 2015
− Provided social and developmental support to a fifth-grade student
Austin Van Houten  
227 Rogers Road Apt 211-R Athens, 30605  
(864) 363-3018  
austin.vanhouten@gmail.com  
www.linkedin.com/in/austinvanhouten

EDUCATION:  
University of Georgia  
Master of Marketing Research Candidate  
Athens, GA  
May 2019 Expected

Clemson University  
Bachelor of Science in Marketing  
Clemson, SC  
May 2018  
Minor in Film Studies  
GPA: 3.52

WORK EXPERIENCE:  
AT&T / SKIM  
Graduate Student Researcher  
Athens, GA  
August 2018-Present  
• Coordinate with teams from AT&T and SKIM to follow through on research objectives for seven months  
• Lead in-depth interviews to gain a better understanding of consumer behavior from specialized segments  
• Design surveys and carry out conjoint analysis to understand consumer value systems for AT&T customers

Graduate Assistant  
MMR Student and Alumni Ambassador  
Athens, GA  
August 2018-Present  
• Engage with prospective students conducting campus/program tours and organizing information sessions  
• Utilize CRM software to assist in communications effort with entire Master of Marketing Research alumni base  
• Conduct email campaigns using MailChimp and EventBrite to communicate with prospective leads

Sparks Research  
Market Research Analyst  
Clemson, SC  
June 2017-May 2018  
• Performed social media research using radian6 and Social Studio software in multiple industries  
• Crafted personalized reports for clients such as Duke Energy, Wells Fargo and First Citizens Bank  
• Analyzed and presented data from research to upper level management

Fluor Daniel  
Senior Marketing Technician Intern, Global IT Asset Management Intern  
Greenville, SC  
May 2016-August 2017  
• Created marketing materials in line with Fluor’s Visual Identity Statement  
• Edited and completed proposals for various business lines  
• Cross-referenced and used multiple asset management programs to complete tasks of international scale  
• Cleaned and organized Excel files ranging in the tens of thousands of cells and provided summaries

LEADERSHIP EXPERIENCE:  
International Business Fraternity Delta Sigma Pi  
Vice President of Public Relations  
Clemson, SC  
April 2016-November 2016  
• Spearheaded an overhaul of the position, creating new initiatives online and offline  
• Coordinated with a team to design and distribute new and unique apparel for members  
• Implemented more active social media campaigns online across multiple platforms

EXTRACURRICULAR ACTIVITIES:  
Delta Sigma Pi – Kappa Tau Chapter  
International Business Fraternity  
September 2015-May 2018  
• Pledge Class Social Chair (Past Position)
BREA WAGNER
421 W. Hancock Ave. Apt. 222 • Athens, GA 30601 • (970) 319-7393 • breamwagner@gmail.com

EDUCATION
University of Georgia, Terry College of Business – Athens, GA
Master of Marketing Research Candidate

Clemson University, College of Business and Behavioral Science – Clemson, SC
Bachelor of Arts in Sociology, Minor in Business Administration

Anglo–American University – Prague, Czech Republic
Education Study Abroad Program

RELATED EXPERIENCE
MMR Research Associates – Roswell, GA
Client Services Associate – Promoted from Intern
• Manage and coordinate custom marketing research studies in financial services, consumer packaged goods, food/beverage, travel/hospitality, and retail industries
• Synthesize and report insights from voice of customer tracking study with ~1MM quarterly respondents
• Develop questionnaires and discussion guides that reflect research objectives
• Conduct in depth interviews, review transcripts and recordings, and observe focus groups
• Communicate effectively with clients throughout the research process to understand business needs and ensure satisfaction of deliverables
• Build and maintain databases used to study company growth and evaluate potential partnerships
• Oversee and direct fieldworkers, provide insights, and course correct on-site as needed

Merck & Co. – Athens, GA
Graduate Student Researcher
• Identify drivers and barriers to adoption of a new drug treatment through qualitative and quantitative research methods
• Select and coordinate with qualitative suppliers by crafting RFP and discussion guide; use findings to inform questionnaire design
• Collaborate on questionnaire writing and programming, statistical analysis, and report writing for primary research

Instapanel – Athens, GA
Panel Coder
• Analyze panelist videos for insights and review transcripts for clarity
• Create codes sociologically and sort open-ended responses to reflect themes from survey data
• Consolidate findings to create top-line summary reports outlining key takeaways from panelist data

Harvest Insights – Atlanta, GA
Intern
• Converted raw data into tables used for analysis and reporting in MarketSight
• Performed quality control by programming and testing surveys using Qualtrics
• Maximized data visualization through reports in PowerPoint by templating charts and writing headlines

L.H.T. Kindergarten – Beijing, China
English Teacher

Organized Crime Behavioral Research – Clemson, SC
Undergraduate Student Researcher

SKILLS & CERTIFICATIONS
• Qualtrics, MarketSight, SPSS, PowerPoint, Excel, WordPress, SAS, R
• Teaching English as a Foreign Language (TEFL/TESOL) Certified
Kelly L. Willis
149 Morton Ave. Apt 5 • Athens, GA, 30605
kelly.willis25@uga.edu • (706) 614-4049 • www.linkedin.com/in/kelly-willis

EDUCATION

University of Georgia, Terry College of Business
• Master of Marketing Research Candidate

University of Georgia, Franklin College of Arts and Sciences
• Major: Psychology
• Zell B. Miller Scholarship Recipient
• Nominated Dean’s List 8 semesters

PROFESSIONAL EXPERIENCE

Johnson & Johnson Vision
Graduate Research Assistant
• Enhance the customer contact lens journey by developing and strengthening online support tools and creative features through primary and secondary research

CBiz Solutions
Marketing Intern
• Coordinated cross-functionally to implement marketing plans for PDA Corporation to increase market share in the appraisal industry
• Led data management and created a more time efficient data entry system for six PDA Corporation offices across the United States

Pilgrims JBS
Human Resources Intern
• Created new orientation and training information system for to communicate goals and expectations of the organization to new employees which increased the 90 day retention rate by 19%
• Co-led the interview and selection process for the Ascend Program; a leadership development program that develops the future leaders of the company

RESEARCH & LEADERSHIP EXPERIENCE

Leadership and Performance Dynamics Lab
Lab Manager
• Appointed to lead experienced lab members through the development, execution, and analysis of their research
Research Assistant
• Developed and led team project to research the relevance of Off Duty Deviance (ODD) to modern organizations and identify potential approaches to reduce the incidence of ODD
• Results from study with NFL players led to a demand from Fortune 500 companies to conduct similar research to influence their code of conduct policies and hiring decisions to reduce criminal incidence of ODD

Lion Leadership Consulting and Training
Den Leader
• Led and trained future leaders through an 8-week leadership program by identifying candidates’ strengths and developing customized training plans for each individual
• Strengthened consulting skills by effectively assessing performance and coaching leadership skills in others

Psychology of the Workplace (PSYC 4230) at the University of Georgia
Teaching Assistant
• Selected as a sophomore to lead senior level students in their development of Industrial-Organizational Psychology through instruction and feedback