

# EMMA MISHEL, PHD

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## PROFESSIONAL SUMMARY

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- 9+ years leading and executing qualitative & quantitative research in academia, industry, and non-profit sectors.
- Expertise in survey design, experimental design, quantitative, qualitative, and social psychological methodologies, with research interests in inequality, public policy, and social and behavioral change.

## EMPLOYMENT

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- Senior Behavioral Scientist**, *Walmart E-Commerce, San Bruno, CA* 2019 – present
- Lead and implement behavioral change-focused projects by analyzing behaviors and decision-making of customers/employees via focus groups, interviews, observations, surveys, and complex data analyses.
- Doctoral Candidate**, *Department of Sociology, New York University, New York, NY* 2014 – 2020
- Spearheaded research on inequality, social change, and the labor market using mixed, experimental, and social psychological methods; published in 6 peer-reviewed sociological journals; professor of Research Methods course; manage 5 undergraduate research assistants; regularly present my research at national conferences.
- Graduate Research Assistant**, *Dr. Paula England, Department of Sociology, NYU, New York, NY* 2014 – 2020
- Used large-scale national survey data to conduct research on social and behavioral change; lead efforts in data cleaning, coding, survey weighting, statistical analysis, synthesizing results, developing insights, manuscript writing, copy editing, proposal writing, and presentation of findings via blogs, conferences, and journal articles.
- Behavioral Scientist**, PhD Summer Associate, *Walmart E-Commerce, San Bruno, CA* Summer 2019
- Lead complex behavioral diagnoses on various marketing and human resources-related projects; analyzed behaviors and decision-making of customers/employees via focus groups, interviews, observations, and surveys.
- Quantitative Research Coordinator**, *Connecting Youth, New York University, New York, NY* 2014 – 2016
- Managed 4 undergraduate research assistants on this collaborative, mixed methods project that involved participant recruitment, interviewing, and implementation of over 7,000 surveys; lead effort in survey design, data flow oversight, survey instrument maintenance, data cleaning, coding, analysis, and aggregate reports.
- Strategic Insights and Research Associate**, *Viacom, Comedy Central, New York, NY* Spring 2014
- Spearheaded creation of audience surveys to provide insights into the core brand demo through research and data analysis; analyzed audience ratings; created insights presentations & distributed reports to make sales arguments.
- Various positions**: *Brooklyn Community Pride Center, Tomboy Tailors, Out & Equal Workplace Advocates, The Center OC, Global Student Experience.* 2007- 2013
- Lead rigorous mixed methods research, provided marketing insights, and managed teams in these various roles.

## EDUCATION

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- 2021 **Ph.D.**, New York University, Sociology, *summa cum laude*. (GPA: 4.0)
- 2018 **M.Phil.**, New York University, Sociology, *summa cum laude*. (GPA: 4.0)
- 2014 **M.A.**, New York University, Applied Quantitative Research, *summa cum laude*. (GPA: 4.0)
- 2008 **B.A.**, UC Irvine, Literary Journalism, minor Film & Media Studies, *cum laude*. (GPA: 3.8)

## SKILLS

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- COMPUTING** Stata, SAS, SPSS, SQL
- ANALYSIS** Time Series, Longitudinal, Hierarchical, Non-linear, and Linear Models; Survey weighting; Experimental Design; Survey Design; Interviews; Focus Groups; Ethnography; Observation.
- LANGUAGES** English (native), Swedish (fluent), French (elementary).
- OFFICE** Microsoft Office, Google Office, Qualtrics, SurveyMonkey, Nielsen, Startrak, DonorPerfect, Raiser's Edge, Amazon Mechanical Turk, Adobe, iMovie, Final Cut Pro, Photoshop.

## FELLOWSHIPS, GRANTS, AND AWARDS

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National Science Foundation Fellow; Woodrow Wilson Foundation Fellow; Henry MacCracken Fellow; Global Research Initiative Fellow; Horowitz Foundation Grant; Mainzer Fellowship; Digital Media and Learning Research Hub Data Manager Award, Student Senator's Council Grant, Dean's Student Travel Grant, Summer Grant for Original Research, Summer Grant for Collaborative Research, Golden Key International Honor Society, Tau Sigma Honor Society, Chancellor's List, National Dean's List, College of Fine Art's Dean's Honor List.