

# EMMA MISHEL, PHD

Email: [emmamishel@nyu.edu](mailto:emmamishel@nyu.edu)

Website: [emmamishel.com](http://emmamishel.com)

## PROFESSIONAL SUMMARY

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- 10+ 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, behavioral science principles, with research interests in social and behavioral change.

## EMPLOYMENT

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- Senior Behavioral Scientist, Walmart E-Commerce, San Bruno, CA** 2019 – present
- Solve business problems for Sam's Club and Walmart that reaches 1B customers and 2.4M associates. Lead and implement behavioral change-focused projects by analyzing behaviors and decision-making of customers/associates, running experiments & testing innovations to provide tangible & scalable impact to the business.
- 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; managed 5 undergraduate research assistants; regularly presented 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 & interventions; analyzed behaviors and decision-making of customers/associates via focus groups, interviews, observations, and surveys to solve important business problems.
- 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
- 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.

## SELECTED 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 Recipient; Digital Media & Learning Research Data Manager Award; NYU Student Senator's Council Grant; NYU Dean's Student Travel Grant; NYU Original Research Grant; UCI Tau Sigma Honor Society; UCI Golden Key International Honor Society.