

# EMMA MISHEL, PHD

Email: [emmamishel@gmail.com](mailto:emmamishel@gmail.com)

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, research design, quantitative, qualitative, & social psychological methods, user research, behavioral science principles, with research interests in social & 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. Conduct focus groups, interviews, large-scale surveys, user research, A/B testing, ethnography; regularly present findings to stakeholders in diverse business units including marketing, product, HR, membership, and digital.

**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, & social psychological methods; published in 7 peer-reviewed sociological journals; professor of Research Methods course; managed 5 undergraduate research assistants; presented my research at 18 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, literature reviews, manuscript & proposal writing, and presentation of findings via blogs, conferences, & 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 and associates via focus groups, interviews, observations, UX research, and surveys to solve 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 implementing over 7,000 surveys; lead effort in survey design, research design, data flow oversight, survey instrument maintenance, data cleaning, coding, analysis, & 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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- 2020 **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 (intermediate); SPSS, SQL, Tableau, Databricks (basic)  
**LANGUAGES** English (native), Swedish (fluent), French (elementary).  
**OFFICE** Microsoft Office, Google Office, Qualtrics, SurveyMonkey, Amazon Mechanical Turk, Workfront, Decipher, Adobe, Final Cut Pro, Zeplin.

## 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.