

# ANNIE MCCARTY

SURVEY RESEARCHER

## INFO

### ADDRESS

1515 Pacific Ave, Los Angeles, CA  
90291, United States

### PHONE

(541) 754-3010

### EMAIL

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### PLACE OF BIRTH

San Antonio

### DRIVING LICENSE

Full

### NATIONALITY

American

## LINKS

[Linkedin](#)

[Facebook](#)

[Twitter](#)

## SKILLS

HTML

jQuery

VB Script

VB.Net

JavaScript

Flash

Toluna Quick Surveys

SurveyGizmo

Cascading Style sheets  
(CSS),

Qualtrics

Research Study Design

Statistical Analysis

Frequency Tables

## PROFILE

Recent MBA graduate with five years of experience as a Survey Researcher within the human capital consulting field. Highly adept at survey development, design implementation, and analysis pertaining to themes such as Organizational Development, Employment Satisfaction, Industrial Psychology, and Leadership Innovation. Extensive tenure in planning and coordination of initial protocols and accompanying research methodology policies and procedures.

## EMPLOYMENT HISTORY

### Senior Survey Researcher, Voter Registration Office

Springfield

Jan 2019 — Present

Compiled a collaborative research presentation of findings gathered from the economic data of 300 local businesses pre and post-recession.

- Make calls and conduct telephonic interviews to gather data regarding public health policies for the region or state
- Create economic survey models to interpret statistical data
- Review and analyze data from voter registration and subsequent voter turnout for each voter station in the area
- Compare opinion polls from selected sample surveys to determine voter registration efficiencies and scope for improvements
- Analyze spending patterns of utility services to citizens comparing pre-recession and post-recession data sets

### Survey Researcher, Pearson Global Advertising

Miami

Jan 2018 — Dec 2018

Created six new customer feedback questionnaires per month for the last 12 months leading in market segmentation plans being implemented four months earlier than expected.

- Design, implement and manage continuous survey program components such as employee engagement surveys and customer opinion polls
- Lead the survey reach team regarding various surveying activities including customer engagement, client expectation management, and market perceptions
- Use primary research conducted from own surveys, as well as, secondary research gathered from survey results previously conducted to form opinions and present solutions to the program management team
- Designs, implements and manages on-going program components such
- Consult and advise internal stakeholders and external clients to outline research goals, draft survey prototypes and then create program questionnaires for each participate category
- Write results reports after each completed survey and present to executive board members of client companies
- Develop analysis plans and conduct predictive data analysis on face to face survey projects completed
- Create test and facilitate online surveys via the web and social media platforms

P-Values

Social Science Research

Research Methodology

Data Mapping

Minimum, Maximum,  
Range, and Quartiles

Normal Distribution

Pattern Identification

Data Coding & Querying

Kurtosis and Skewness

Variance, Standard  
Deviation, and Standard  
Error

Report Writing

Data Validation

Interviews

Data Collection Techniques

## HOBBIES

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Mountain Biking, Running,  
Swimming

- Create split testing survey questions to validate research data for validity and integrity

### **Survey Researcher, Actcom Telecommunications**

Amarillo

Jan 2016 — Nov 2017

*Created six new customer feedback questionnaires per month for the last 12 months leading in market segmentation plans being implemented four months earlier than expected.*

- Conduct survey development by coordinating project requirements, schedules and feedback meetings with team members
- Recruit survey participants via social media, online correspondence and physical reach out activities
- Write proposals to get survey designs and questionnaires approved by the research department
- Troubleshoot potential bias errors on questions for focus groups requirements, schedules, and activities; contributing to team meetings; troubleshooting development and production problems

## EDUCATION

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### **Professional Researcher Certification (PRC), Association for Public Opinion Research**

Oakbrook Terrace

Nov 2019 — Nov 2019

### **Ph.D. in Data Sciences, Northwestern University**

Evanston

May 2016 — Jul 2018

Thesis: "The necessity of Data Analytics in the HR Department."

GPA: 3.7

Accolades: Completed Summa Cum Laude

### **Master's Degree in Statistics, University of New York**

Manhattan

Jan 2015 — Dec 2015

Major Subjects: Statistics, General, Research Methodology

Minor Subjects: Quantitative Methods, Economics, Applied Business Mathematics

### **Bachelor's Degree in Scientific Research, Antonelli College**

Jackson

Jun 2012 — Jun 2014

Course Curriculum:

GIS Applications, Survey Questionnaire Design, Social Experiments Design and Generalization, Sample Surveys