



# Annie McCarty

Survey Researcher

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PLACE OF BIRTH San Antonio

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DRIVING LICENSE Full

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## 01 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.

## 02 EMPLOYMENT HISTORY

Jan 2019 — Present  
Springfield

### Senior Survey Researcher at Voter Registration Office

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

Jan 2018 — Dec 2018  
Miami

### Survey Researcher at Pearson Global Advertising

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

Jan 2016 — Nov 2017

Amarillo

### Survey Researcher at Actcom Telecommunications

*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

## 03 EDUCATION

Nov 2019 — Nov 2019

Oakbrook Terrace

### Association for Public Opinion Research

Professional Researcher Certification (PRC)

May 2016 — Jul 2018

Evanston

### Northwestern University

Ph.D. in Data Sciences

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

GPA: 3.7

Accolades: Completed Summa Cum Laude

Jan 2015 — Dec 2015

Manhattan

### University of New York

Master's Degree in Statistics

Major Subjects: Statistics, General, Research Methodology

Minor Subjects: Quantitative Methods, Economics, Applied Business Mathematics

Jun 2012 — Jun 2014

Jackson

## Antonelli College

Bachelor's Degree in Scientific Research

Course Curriculum:

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

### 04 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

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

### 05 HOBBIES

Mountain Biking, Running, Swimming