



Stacy McCarty

SURVEY RESEARCHER

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

(541) 754-3010

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

January 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

January 2018 — December 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

Details

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Nationality

American

Driving license

Full

Place of birth

San Antonio

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

P-Values

Social Science Research

Research Methodology

- 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

Survey Reseacher, Actcom Telecommunications, Amarillo

January 2016 — November 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

Professional Researcher Certification (PRC), Association for Public Opinion Research, Oakbrook Terrace

November 2019 — November 2019

Ph.D. in Data Sciences, Northwestern University, Evanston

May 2016 — July 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

January 2015 — December 2015

Major Subjects: Statistics, General, Research Methodology

Minor Subjects: Quantitative Methods, Economics, Applied Business Mathematics

Bachelor's Degree in Scientific Research, Antonelli College, Jackson

June 2012 — June 2014

Course Curriculum:

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

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

Mountain Biking, Running,

Swimming