

CAREER HIGHLIGHTS

Expert Research and Analytic Leader known for discovering and communicating insights from quantitative and qualitative research, monitoring success and guiding strategic planning.

- Sixteen years of experience conducting and managing research projects resulting in increased revenue, cost savings and improved marketing and educational outcomes.
- Independent consultant in market research and search engine marketing guiding small business marketing and advertising programs leading to increased revenue and return on investment.
- Build strategic partnerships with vendors, stakeholders and philanthropic organizations to control costs, improve outcomes and generate revenue.
- Completed UCLA marketing certificate program with an emphasis on brand management, integrated marketing communication, strategic pricing and new media marketing.
- Led marketing team in Southern California marketing opportunity identification for the Lincoln brand. Presented findings and recommendations to Lincoln's West Market Area Manager.
- Adjunct faculty at CSULA, teaching graduate-level research methods.

PROFESSIONAL EXPERIENCE

INDEPENDENT MARKET RESEARCH CONSULTANT, REDONDO BEACH, CA - 2010-PRESENT

- Assist small to medium size enterprises in industry analysis, market segmentation and inbound marketing (including search engine optimization (SEO), search engine marketing (SEM) and social media marketing);
- Analyze quantitative and qualitative data, making recommendations to improve return on investment.

LOS ANGELES UNIFIED SCHOOL DISTRICT (LAUSD), LOS ANGELES, CA - 1998-PRESENT

Principal Administrative Analyst: Office of Data and Accountability (2009-Present)

Project Lead, School Report Card Project

- Lead development of an innovative school quality report card through design, introduction and growth phases;
- Built a team of researchers and oversee all aspects of research and accountability efforts;
- Manage the development, implementation and analysis of School Quality and Satisfaction Surveys for more than 1 million organizational stakeholders, achieving overall response rates of 40% or more;
- Develop and maintain strategic partnerships with external consultants, vendors and stakeholders, achieving continuous improvement in products, services and costs;
- Lead communication briefings and focus groups with school leaders, staff, parents and community-based organizations, ensuring products meet client expectations, and win public support and philanthropic funding.

Chief Research Scientist: Research and Planning (2006-2009)

Program Manager, School Compliance Outcomes; Project Director, Policy Analysis Unit

- Managed researchers in evaluation and compliance monitoring of school projects and programs;
- Managed and conducted quick turnaround analyses and white paper reports on policies and programs, identifying cost saving and revenue generating opportunities as well as recommending program improvement, expansion or cancellation decisions in line with findings;
- Conducted briefings and guided decision-making with senior management, including the Superintendent, Board of Education and Chief Officers.

Research and Evaluation Coordinator: Program Evaluation and Research Branch (2003-2006)

Project Director, Special Education Outcomes Evaluation for the Modified Consent Decree

- Managed researchers conducting analyses of special education using databases to help meet compliance outcomes of the Chanda Smith Modified Consent Decree (CSMCD);
- Interfaced with and led decision-making briefings to the Associate Superintendent of Special Education and the office of the Independent Monitor of the CSMCD.

Senior Research Analyst: Program Evaluation and Research Branch (2000-2003)

Project Director, Professional Development Evaluation

- Designed a multi-year evaluation to measure LAUSD Professional Development effectiveness;
- Developed and utilized qualitative and quantitative data collection methodologies, including knowledge application scenarios, surveys, interviews and direct observations.

Research Analyst: Program Evaluation and Research Branch (1998-2000)

Compensatory Education Evaluation Unit

- Created, maintained and analyzed a student achievement database of over 750,000 students;
- Wrote SPSS syntax, MS Excel and MS Access files to create reports for the California Department of Education.

ADDITIONAL PROFESSIONAL EXPERIENCE

WESTED, LOS ALAMITOS, CA - 1997-1998

Data Collection Consultant; Research Assistant: Human Development Program

- Hired and supervised data collectors surveying at-risk, pre-adolescent program participants;
- Conducted survey data collection of the California Student Survey of Substance Use and Other Behavior to secondary school students and pre/post test surveys of at-risk youth;
- Managed and analyzed program evaluation data to identify statistical differences between pre and post treatment attitudes toward drug use and other problem behaviors;
- Prepared and presented formative evaluation findings to program staff.

KAISER PERMANENTE, ORGANIZATION EFFECTIVENESS, PASADENA, CA - 1995-1997

Market Research Assistant

- Assisted consultants, researchers and project managers in health care market research;
- Conducted quantitative and qualitative data entry, coding and analysis, face-to-face and telephone interviewing and focus group planning and facilitation.

Additional career and management experience in other industries – Details available upon request

RELEVANT TRAINING AND EXPERIENCE

Personnel and Project Management

- Ten years of personnel management experience in the public and private sector;
- Eleven years managing multiple research, evaluation and accountability projects.

Research, Statistics, Database Management and Marketing Analytics

- Sixteen years of experience in qualitative and quantitative research and statistical analysis;
- Sixteen years of expert professional use of database and statistical analytic software, including Microsoft Excel, Microsoft Access, and the Statistical Package for the Social Sciences (SPSS);
- Eight years of experience using business intelligence tools, including Oracle Decision Support System (DSS) and Oracle Business Improvement Enterprise Edition (OBIEE);
- Experienced in the use of web-based and Optical Mark Read survey development and analysis;
- Trained and experienced in web analytics, search engine optimization, and social media marketing;
- Knowledge of automotive data systems, including Edmunds Auto Observer Data Center, mTAB, Power Information Network (PIN), and Polk Insight 3.0.

EDUCATION AND AFFILIATION

Certificate in Marketing, University of California, Los Angeles – 2011

Master of Arts, Organizational Psychology, Claremont Graduate University – 1997

Bachelor of Arts, Psychology (Magna Cum Laude), California State University, Northridge – 1994

Member, American Marketing Association, Southern California Chapter – 2012