
CECILIA BROWN

CECILIA.BROWN99@GMAIL.COM | 617-851-9046 |
QUALITATIVE MARKET RESEARCHER

SKILLS

Research specialties: User experience, Ethnographic, Qualitative, Focus Groups

Proficient in WebEx, SPSS, Morae, SurveyMonkey, Photoshop, PowerPoint, Excel.
Proficient/fluent in Spanish.
Documentary photographer.

INDEPENDENT RESEARCH

Honors Thesis:

["The Impact of Technological Communication on Students' Abilities to Communicate Effectively Face to Face."](#)

Mellon Foreign Language Research Grant:

"Perón's Dictatorship and its Influence on Psychoanalysis in Argentina"

Independent Research Project, Psychology, Connecticut College:

"Cultural Differences in Attitudes Towards Therapy: US vs. Argentina"

EDUCATION

BA: CONNECTICUT COLLEGE (2013)

Major: Psychology

Minor: Philosophy

Honors: Deans High Honors, Psi Chi Member

Grants: Mellon Foreign Language Research Grant

PROFESSIONAL EXPERIENCE

SACHS INSIGHTS | Research Consultant

2013- 2015

- Oversaw recruitment and screening procedures and developed scripts for moderation
- Moderated interviews, focus groups and ethnographies to evaluate consumer feedback on retail, education, finance, music and more
- Analyzed feedback from research and distilled into strategic and tactical findings
- Presented findings and facilitated discussion with clients to determine actionable next steps
- Edited and screened video footage of research

THE WRITING CENTER | Research Assistant

2013

- Analyzed data on student feedback and compiled reports

TEDx CONNECTICUT COLLEGE | Organizer, Fundraiser

2012- 2013

- Recruited speakers, managed accommodation and transportation and coordinated event details
- Secured sponsorship with local businesses which reduced the financial burden of the project

THE BROOKLYN SOCIAL THERAPY GROUP | Intern

2012

- Conducted focus groups with group therapy patients to pinpoint opportunities for optimization of therapy practice
- Participated in street petitioning to spread awareness about diagnostic changes made to the DSM-V

YALE POSITIVE EMOTION AND

PSYCHOPATHOLOGY LAB | Research Assistant

2011

- Collected and examined psychophysiological data and follow up survey data using SPSS

THE COFFEE CLOSET | Co-founder, Manager

2009- 2013

- Built up business infrastructure from a single business to a franchise in 2 years
- Developed product pricing; coordinated with vendors
- Conducted marketing and PR plans
- Recruited and hired new employees