

SUMMARY

Detail-oriented market research analyst with 2+ years of agency and in-house experience. Motivated problem-solver with a demonstrated ability to efficiently learn and utilize tools such as Power BI, Excel, Qualtrics, R/RStudio, and more. Skilled and experienced in qualitative, quantitative, primary, and secondary research methods.

EDUCATION

The University of Illinois Urbana-Champaign
Master of Science, Advertising

August 2022 – May 2024
Graduate Minor: Global Studies

The University of Illinois Urbana-Champaign
Bachelor of Music, Instrumental Performance

August 2018 – May 2022
Minor: Public Relations

WORK EXPERIENCE

Tundra Technical Solutions on assignment at Meta

Remote

Data Labeling Analyst II

July 2025 – Present

- Evaluated and annotated large-scale datasets to enhance machine learning model accuracy, collaborating closely with cross-functional teams to ensure alignment with project specifications and guidelines.
- Analyzed data to uncover patterns and identify labeling inconsistencies, enabling improvement in data quality and data labeling efficiency. Analyzed labeling performance metrics, identified areas for optimization, and contributed to the development and rollout of new labeling guidelines, tools, and knowledge resources.

Edelman Data & Intelligence

Chicago, IL

Intern, Market Research

November 2024 – May 2025

- Executed end-to-end support on up to seven regular and ad hoc client deliverables at a time, synthesizing data from multiple research streams to generate and present actionable insights.
- Analyzed large datasets and complex audience segments using Excel and Decipher. Developed taxonomies and crafted search queries for media monitoring tools (Talkwalker, Meltwater, Tubular, Brandwatch) to analyze media coverage across key metrics (tone, influencers, volume, engagement, topic). Used databases and desk research to consolidate relevant media.
- Supported the design and implementation of primary research, including survey questionnaire development, data collection, analysis, report production, and data visualization.

The Office of Corporate Relations at The University of Illinois Urbana-Champaign

Champaign, IL

Intern, Marketing Communications

November 2022 – August 2024

- Created content for LinkedIn and X (Twitter), developed social media reports highlighting relevant KPIs, and used results to continuously inform social media strategy, resulting in doubled follower growth and an increased average engagement rate from 2.06% to 6.26% (LinkedIn), 4 points ahead of the market average.
- Collaborated with cross-functional teams to produce and manage 6 advertising campaigns using LinkedIn Campaign Manager. Reported relevant KPIs, strategic insight, and recommended actions at the end of each campaign.

The University of Illinois Urbana-Champaign Charles H. Sandage Department of Advertising

Champaign, IL

Teaching Assistant

August 2022 – May 2024

- Assisted with the courses "ADV 250: Advertising and Brand Strategy" and "ADV 175: Diversity in Advertising."
- Presented lectures in classrooms with up to 150 students. Facilitated engaging in-class discussions, graded, and provided feedback to a total of over 400 undergraduate students to improve student performance.

SKILLS

- Tools: Decipher (Forsta), Talkwalker, Microsoft Office Suite (including Excel), Meltwater, Tubular, PowerBI, Qualtrics, Brandwatch, WordPress, Google Ads, Google Suite, GA4, R
- Research: Reporting (regular and ad hoc), Data Visualization, Survey/Questionnaire Development, Social Media (Analytics, Data Aggregation and Reporting)