**[Sapna Suresh](http://sapnasuresh.com/)**

408-439-4366 | sapnasuresh16@gmail.com

**EDUCATION**

**Northwestern University** Expected June 2023

MA/PhD, Communication Studies  
Research Interests:

* Entertainment as a vehicle for education
* Misinformation on digital media and its correction
* Messaging for social-behavior change

**Rice University, Houston, TX** May 2018

BA, Engineering & Policy Studies

**PROFESSIONAL EXPERIENCE**

**Mixed-Methods Research Consultant** June 2020 – Present

*Population Media Center*

* Conduct evaluative research at an entertainment production company
* Statistically analyze surveys of program viewers vs. non-viewers to assess the level of attitude and behavior change that can be attributed to the show
* Code qualitative data from focus groups and interviews with audiences of the entertainment program to identify key lessons learned and opportunities for improvement
* Prepare impact reports that integrating findings from qualitative and quantitative data for key stakeholders and to inform future production efforts

**Graduate Student Researcher** September 2019 – Present

*Center of Media Psychology & Social Influence*

* Analyze existing literature and studies to develop novel hypotheses to test in the field of mass communication
* Employ a range of methods (e.g., experimental, survey-based, content analysis) to assess research questions and conduct analyses to extract outcomes
* Collaborate with undergraduate, professional master’s, and fellow graduate students, as well as research professors within and beyond my university to produce theoretical and empirical work
* Develop and refine manuscripts for different audiences, including academic and professional conferences, academic publications, and community organizations
* Manage multiple ongoing projects in leadership (first author) and support (second author and beyond) capacities

**Organizational Psychology Consultant** June 2018 – July 2019

*Korn Ferry Hay Group*

* Performed consulting services in organizational strategy and design
* Conducted literature reviews to update the content of offerings & support business development
* Collaborated with psychometric tool experts to develop client-facing surveys
* Performed quantitative demographic and program analyses through use of proprietary methodologies
* Supported senior facilitators in interviews and focus groups by scribing and synthesizing key findings
* Built stakeholder engagement and communication plans to effectively sustain organizational changes

**SKILLS**

**Research:** Interviews, Focus Groups, Survey Questionnaire Design, Experimental Design, Statistical Analysis, Content Analysis, Thematic Analysis, Report Writing, Presentation of Findings

**Software**: Microsoft Office, SPSS, STATA, Qualtrics, CrowdTangle, Tableau, NVivo, Adobe Creative

**Language:** English (native), French (full professional proficiency), German (basic)