Katie Sasso | Data Scientist

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EDUCATION

Ph.D. Candidate	**M.A.**	**B.S., Summa cum Laude**
Experimental & Quantitative Psychology	Clinical & Quantitative Psychology	Psychology, Honors Research Distinction
2014 - 2017	2012 – 2014	2008 - 2012

DATA SCIENCE SKILLS

- Create SQL queries to combine data resources and write code in SAS, R, LISREL, G*power, and SPSS
- Generate and analytically test predictions about consumer behaviors and perceptions, synthesize results into insights, and translate insights into actionable solutions
- Employ a variety of research design and analytical methods in order to answer research questions in the most efficient and cost-effective manner available.
- Integrate analytic skillset with expertise in personality psychology in order to predict consumer behavior and risk

PROFESSIONAL EXPERIENCE

Graduate Research Associate | Nationwide Center for Advanced Customer Insights | August 2015 - Present
- Designed a personality assessment to measure traits that predict overall consumer liability across multiple domains and gamified assessment questions for their use in optimally pricing an innovative product
- Implemented research studies using Amazon Mechanical Turk and Survey Monkey in order to test the potential of increasing revenue using novel pricing and risk prediction strategies
- Designed and conducted an experiment to identify elements of the customer transfer process affecting retention and channel switching. Communicated findings and related cost-saving process adaptations to associates and directors
- Published a white paper to summarize research findings
- Consulted with associates in HR and graduate students to refine a survey assessing company culture

Graduate Research Associate | Department of Psychology, The Ohio State University | August 2012 - Present
- Integrated multiple data sources and employed advanced modeling techniques, in SAS, in order to critically assess predictors of outcome and mechanisms of change in depression treatment
- Served as study coordinator for a large scale multi-measure treatment study
- Created a brief and ecologically valid thin-slice assessment of clients' personality traits in order to predict treatment outcomes and interpersonal difficulties from short (< 2 min) video-clips of client-assessor interactions
- Independently developed and led a team of 16 undergraduate research assistants through the execution of a study examining the relationship between interpersonal vulnerability and treatment outcomes
- Trained graduate and undergraduate students in research methods, statistics, and data management
- Published multiple first-author peer-reviewed journal articles and national conference presentations

Clinical Therapist Trainee | Department of Psychology, The Ohio State University | June 2013 – August 2016
- Treated approximately 70 adults with clinical diagnoses, totaling over 1,000 hours of face-to-face clinical experience
- Administered formal intelligence and personality testing
- Developed collaborative clinical relationships to motivate client compliance, trust, and goal achievement by listening and eliciting information relevant to pressing concerns
- Ensured clients' physical safety by providing preventative risk assessments and mobilizing emergency services

Graduate Teaching Associate | Department of Psychology, The Ohio State University | August 2014 – May 2015
- Taught psychological research methods and abnormal psychology concepts to 50+ students as primary instructor
- Independently developed and refined evaluations assessing students' mastery of concepts and generated interactive written and verbal assignments to engage students in critical thinking