

# Jordan S. Daley

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## SUMMARY:

- Creative problem-solver able to deliver data-driven insight related to attitudes, decisions, and impressions
- Mixed-method social scientist with 10 years of experience using innovative research methods
- Data analyst experienced in data management and analysis using tools like R and SQL

## KEY SKILLS

- **Quantitative Analysis** – 7 years and 50+ unique datasets
  - R; descriptive and inferential analyses; ANOVA, regression, multi-level, and Bayes modeling
- **Data Collection** – 10 years and 100+ surveys
  - Qualtrics; in person; survey design; recruitment; advanced sampling and customization
- **Science Communication** – 9 years, 4 classes, and 30+ presentations
  - Publishing; teaching; presenting; interpreting; applying
- **Data Visualization** – 10 years
  - R; Tableau; interactive data visualizations; user-friendly visualization decks
- **Data Management** – 9 years
  - R; MySQL; Excel; relational datasets; data transformations

## PROFESSIONAL EXPERIENCE

### **Social Perception Action and Motivation Lab (New York University)**

**New York, NY**

#### **Research Fellow & Quantitative Data Lead**

**September 2023 – Present**

- Analyzed and visualized 15+ data sets to produce key research insights for collaborators and stakeholders
- Presented research, submitted publications, and taught classes to communicate relevant scientific findings
- Managed research collaborations to facilitate skill-development and growth among research team

### **DataWise Consulting**

**Remote**

#### **Associate Consultant (Contract)**

**June 2024 – September 2024**

- Designed research plans to maximize insights related to stakeholder experiences with client organization
- Conducted 15 1-hour interviews with client constituents to synthesize stakeholder experiences
- Reported findings to client leadership based on qualitative interview themes and organizational patterns

### **Social Cognition Lab (Northwestern University)**

**Evanston, IL**

#### **Graduate Research Manager**

**September 2018 – August 2023**

- Proposed innovative research ideas to secure \$16,000+ in funding for collaborative research projects
- Designed and executed 25+ research projects to provide original insights on social experience
- Trained research assistants on software systems to facilitate effective distribution of project responsibilities

### **DataWise Consulting**

**Grand Rapids, MI**

#### **Research Associate**

**May 2016 – July 2018**

- Utilized qualitative and quantitative methods to synthesize insights for product and service improvement
- Collected and managed data, designed surveys, and produced reports to provide data-driven solutions
- Managed research teams to ensure timely execution of high-quality deliverables for 20+ client projects

## EDUCATION

### **Northwestern University**

**Evanston, IL**

PhD & MS (Social Psychology); program certificate in quantitative methods

**August 2023**

### **Calvin University**

**Grand Rapids, MI**

BA (Psychology); with minors in Kinesiology and Spanish

**May 2016**

## RECOGNITION, HONORS, AND AWARDS

**Research Affiliate**, Institute for Human Development and Social Change, New York University, Fall 2024

- Recognized for contributions to an innovative, interdisciplinary research community

**Department Quantitative Certificate**, Department of Psychology, Northwestern University, Spring 2022

- Invested in an expanded quantitative skillset through additional coursework and application of quantitative analytic strategies

**Teaching Certificate**, Searle Center for Advancing Learning and Teaching, Northwestern University, Spring 2022

- Completed a series of workshops and practical assignments, providing the tools to excel as an exceptional communicator and educator

**Program Completion**, Summer Institute in Computational Social Science, June 2021

- Joined social scientists from academia, industry, and government to develop research ideas using text as data, web-scraping, digital field experiments, and machine learning

**Department Community Enrichment Award**, Northwestern University, Spring 2021

- Enacted exceptional contributions to departmental atmosphere and collective well-being

**Dean's List All Semester Award**, Calvin University, Spring 2016

- Earned GPA of 3.5 or higher for each semester of undergraduate degree

**CoSIDA First-Team Academic All-American**, College Sports Information Directors of America, Spring 2016

- Demonstrated an exemplary balance between academic and athletic achievements compared to other collegiate student-athletes in the United States

**NABC Honors Court**, National Association of Basketball Coaches, Spring 2016

- Excelled in academics during a collegiate sports season

**MIAA First-Team All-Conference**, Michigan Intercollegiate Athletics Association, Winter 2016

- Considered a top six players in the (NCAA D3) collegiate sports conference

**Varsity Men's Basketball Captain**, Calvin University, Fall 2014 – Winter 2016

Deemed by the coach as the best suited to represent and lead the team

## SERVICE EXPERIENCE

**Chicago Public School High School Mentor**, iMentor Chicago, December 2018 – Summer 2023

- Connected with mentee online once a week and in person once a month
- Empowered and equipped mentee while they applied for college and jobs post high school

**Black Graduate Student Association Executive Board Member**, Northwestern University, Winter 2022 – Summer 2023

- Organized and disseminated information about association events, including general body, executive board, and special events
- Managed finances, communications, and general operations involved with the continued sustenance of the organization

**Student Recruitment Lead**, Northwestern University, September 2020 – Spring 2023

- Communicated with prospective students to plan and arrange visit logistics
- Coordinated the plan to welcome, and host prospective students for interviews and informational program visits

*\*Writing and R coding script samples available upon request*

*\*\*Professional references available upon request*