

SAGE ORVILLE

CONTENT WITH A BITE: BOLD EVIDENCE-BASED DIGITAL MARKETING

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Experience

The Boylston Rooms — Brand Specialist

www.boylstonrooms.com

JULY 2022 – PRESENT

- Redesign and relaunch the Boylston Rooms website with a focus on organic SEO rank, ADA compliance, UX, and decreasing administrative overhead
- Analyze brand positioning, market trends, and consumer insights to identify new growth opportunities, translating brand elements into actionable strategies
- Lead creative development of brand assets including marketing images and print pieces
- Manage a marketing budget of approximately \$45k. Partner with regional magazines for ad placement
- Automate client forms and convert them to fillable PDFs with basic ADA compliance

U.S. Fish & Wildlife Service (federal) — Advanced Communications Fellow

The United Nations aims to protect 10% of the ocean by 2020. In September 2016, former President Obama established the Northeast Canyons and Seamounts Marine National Monument, a legally protected biodiverse, biomass-rich, and geographically varied ocean region approximately the size of Connecticut.

OCT 2021 – JULY 2022

- Collaborate with the National Wildlife Refuges, NOAA, and other partners to develop a multi-dimensional and omnichannel outreach strategy that reaches both traditional stakeholders (e.g. fishermen, coastal towns, marine biologists, Indigenous tribes) and non-traditional communities (e.g. landlocked urban centers, homesteaders)

- Research and refine robust, empirically supported behavior-change marketing strategies to encourage positive upstream behavioral shifts (e.g. social norms marketing) to bolster oceanic protective factors
- Provide technical assistance on websites, site analytics, and social media
- Develop new digital assets including internal regional videos showcasing collaborations with sovereign tribal nations
- Train interns, provide one-on-one mentoring sessions, and develop remote training modules for skill development
- Help define the scope contracted for public scoping on federal laws regarding the Monument; assist in the drafting of contract RFPs

FRCOG — Technical Assistance and Evaluation Coordinator

Franklin Regional Council of Governments (FRCOG) provides regional and state-wide support focused on substance misuse prevention and health inequalities for school-aged children. In addition to evaluations and analysis for Franklin County, this position supports grand recipients funded by the Bureau of Substance Addiction. www.csps-ma.org

AUG 2020 – OCT 2021

- Provides strategic, programming, and technical support to grant recipients to better refine prevention efforts through evidence-based approaches
- Document trainings and strategic planning with various stakeholders and implementing partners. At times, this includes grants and logic models
- Plans regional implementation of several annual tests including the Teen Health Survey
- Engage in qualitative assessment via focus groups and interviews on topics including mental health, racial disparities and inequality, and substance usage
- Work with local boards to develop survey metrics
- Analyze data, write reports, prepare press releases, present data

Mount Holyoke College — Digital Content Strategist

MHC is a small, gender-inclusive women's college. Their site is over 30,000 web pages and is managed on Drupal 7.

OCT 2018 - AUG 2020

- Create online content strategies in alignment with the College's strategic priorities
- Increase web traffic and user engagement through SEO best practices, custom metadata, and strategic keywords
- **Analytics:** Create annual aggregate baselines for analytics. Run and report specific analytics using Z scores, decision tree modeling, churn rates, correlations, standard deviations, T-tests, and more
- Cull web pages to improve site navigation
- Supervise student workers. Adjust the program to more closely mirror a skills-based internship focusing on teaching web fundamentals, content strategy, keyword planning, and contextual linking building
- Triage and execute web edit requests submitted via Podio

- Manage digital assets library (Libris)
- Help vet and interview vendors for the anticipated brand relaunch
- **Creative:** Film and edit videos for presidential communications, photograph and edit images for live events, lend feedback to print layout
- **Boards:** Trans and Gender Nonconforming (TGNC) Policy Task Force, Student Experience Emergency Response Board (COVID), Quantitative Assessment Subcommittee for Remote Learning Events, IT Subcommittee for Remote Events

Sage Orville Photography — Photographer, Marketing Strategist

www.sageorville.com

MAY 2015 - PRESENT

- Manage client correspondence, identify needs, define scope, and draft quotes. Work to understand clients' goals, brands, and priorities.
- Create omnichannel, multi-media campaigns for clients including website building, branding work, photography, videos, social media posts (organic and PPC), and marketing analytics
- Manage social media platforms and track efficacy through Facebook Insights, Instagram Insights, Google Analytics, and Hotjar
- Properly set off camera flash, white balance, shutter speed, aperture, ISO, and exposure to ensure accurate coloring, lighting, and depth of field
- Edit photos in Adobe Lightroom with global edits, beauty edits, and more granular brush adjustments to stay in line with visual brand
- Edit video in Premiere Pro with transitions, stabilization, audio enhancements, layered video, screening effects, masking layers, color grading, etc.
- Published in BostonVoyager, The Valley Advocate, DapperQ, QWear, and Take Magazine with clients including Smith College, CLPP, Hampshire College, Rogue Life Arts, Health401K, and Gateway City Arts

Gravity Switch — Project Manager (contract position)

www.gravityswitch.com

MAY 2018 - AUGUST 2018

- Manage timelines and staff to complete contracted web development work
- Lead in-person and remote meetings with prospective and current clients
- Collect budget information, draft memorandums of engagement, manage and deliver budget updates
- Create and review tickets/bugs before site launch across Drupal, Squarespace, and WordPress sites on different devices and browsers using Browser Stack. Smoke test after launch
- Implement, manage, and report user metrics on Google Analytics
- Write updated privacy policies in compliance with GDPR practices
- Implement some ADA compliance measures across sites for AA-level compliance

Harold Grinspoon Foundation — Data Management Associate

HGF is an international non-profit that gives away over a quarter million Jewish children's books each month in partnership with over 200 partner communities

www.pjlibrary.org

JULY 2016 - MAY 2018

- Trained PJ Library implementing partners in the enrollment process with specialized data management software
- Ran quarterly reports evaluating communities' performance to better highlight regions in need of assistance
- Created video training resources for communities
- Hosted in-house training for Microsoft Dynamics, NAV. Also created an extensive procedure manual for monthly processes
- Validated a high volume of individual subscriber eligibility (3,000 monthly) for enrollment in numerous international programs such as PJ Library and PJ Our Way
- Prepared exported lists to be used for Facebook lookalike audiences
- Participated in monthly data validation processes culminating with the production of mailing lists for the fulfillment center through Microsoft Dynamics and advanced Excel functions such as Vlookup and Macros
- Geocoded maps for subscriber location using BatchGeo

Other Experience

Brand Manager, EnFuse Fitness, APRIL 2019 - FEB 2021 (PT)

Media Manager and Debate Instructor, Agape Leaders Institute, JAN 2016 - MAY 2016

Seasonal Painter Supervisor, Westfield State, MAY 2012 - JUL 2016

Secretary, JJS Financial, JAN 2012 - APRIL 2012

Kitchen Staff, Landmark at Monastery Heights, JUL 2010 - AUG 2012

Education

Emerson College, Boston, MA — Digital Marketing and Marketing Analytics MA

AUG 2020 | GPA: 3.89

St John's University, Jamaica NY — Clinical Psychology, BA

DEC 2015 | GPA: 3.85

Philosophy and Sociology Minors

- Dean's List: 2012-2016
- Researched and wrote a preliminary thesis pilot on the perception of microaggressions for racial minority communities and gender and sexual minorities
- Completion of 6 graduate courses with high marks
- **Honors:** Psi Chi, Phi Eta Sigma Honors Society
- Researcher and assistant lab manager at the **Ethnic Identity and Well-being Lab** and the **Neuro-Developmental Speech Perception Lab** responsible for data management, research method instruction, participant scheduling, leading meetings, and procedures manual creation
- St. John's Debate Society: 2015 Bards University Semifinalist, 2015 Alaska Nationals, 2016 Budapest Open participant; debated English National Champions at the English Speaking Union in Manhattan, NY

Software

Adobe Suite

Premiere Pro
Adobe Spark
Lightroom
InDesign

Database Management

Microsoft Dynamics (NAV)
Google Drive Suite
Crystal Reports
Libris

Screen Recording

Camtasia

Project Management

Trello
Active Collab
Podio
Microsoft Planner

Marketing & Analytics

Google Analytics
Hotjar
My Data Studio
Google My Business
MozBar
Brandwatch
Browser Stack
SPSS

Web Platforms

Drupal 7
Wix
GoDaddy
Squarespace
Weebly
WordPress (beginner)

Communication

Mailchimp
Slack
Hipchat

Research Programs

Qualtrics
Google Forms
Survey Monkey

Social Media

Instagram
Facebook
Youtube
Eventbrite
LinkedIn
Tumblr
Twitter

Microsoft Office

MS Word
Excel
Outlook
Powerpoint

Equipment Knowledge

Lighting Modifiers

(softboxes, umbrellas, snoots, grids, gels, etc). Off-camera flash, continuous lighting, ring lights. Lighting placement

Camera Systems

Sony mirrorless line, Canon DSLRs, FujiFilm, and GoPros

Video Stabilization

Monopods and tripods, Gimbal (Ronin M), motorized and manual sliders, time-lapse 360 pan gear, GoPro accessories, shoulder rig, camera cages, etc

Audio

Wired and wireless lav mics, shotgun mics, boom poles, stereo mics, designated recorders

Computer Operating Systems

Windows 7, Windows 10, Chrome OS, Mac/Apple

Presented Talks

The Social Model of Disability — *Presentation*, NERD NITE, JUNE 2023

Disability Drives Design — *Presentation*, NERD SUMMIT, MARCH 2023

Steel and Flint Discussions: Make your brand a safer space for LGBTQ+ couples — *Invited Panelist*, Steel And Flint Society: Wedding Photography Education-Esteban Gil, JUNE 2020

How the foundations of UX can bring resumes into the 21st century — *Presentation* NERD Summit, MARCH 2020

Et tu Brute? Intuitive UX, meet Brutalism — *Presentation* NERD Summit, MARCH 2020

Making Strides to ADA Compliance — *101 Level Presentation* Western MA Podcamp, FEB 2020

Foundations of Intuitive UX — *101 Level Presentation* Western MA Podcamp, FEB 2020

Marketing Analytics: an Intro to Google Analytics — *Presentation* Yankee Candle Village, MAY 2019

Intro to Off Camera Flash — *Presentation* Kat Kattler Photography Studio, MAR 2019 & Yankee Candle Village, MAY 2019

Resume Building: How applying web principles will better showcase your skills — *3 hr. Presentation and Interactive Group Workshopping* The Red Barn, MAY 2019 & Yankee Candle Village, MAY 2019

Making Your Business More Queer Inclusive — *Lecture* The Red Barn, APRIL 2019

Fix Your Website: Basics of User-friendly Web Design — *3 hr. Presentation and Interactive Group Workshopping* The Red Barn, APRIL 2019 & Yankee Candle Village, MAY 2019

ADA Compliance: Making Your Website More Handicap Accessible — *Lecture* The Red Barn, APRIL 2019

Et tu Brute? Intuitive User Design Meets Brutalism — *Lecture and Q&A*
Northampton Nerd Nite, FEB 2019

Google Analytics 101: User Demographics, Page Traffic Comparisons, and Asking the Right Questions — *Lecture and Q&A*
Podcamp Un-conference, FEB 2019

Google Analytics 201: Secondary Dimensions — *Lecture*
Podcamp Un-conference, FEB 2019

Going Toe to Toe: Trans Identities and Digital Footprints — *Lecture and Interactive Workshop*
Facilitated by Amherst College for 9th Annual Five College Queer Gender and Sexuality Conference, MAR 2018

Photography Queeries: a How-To Guide for Marketing, Inclusivity, and Welcoming Your LGBT+ Client — *Lecture*
Facilitated by PUG (Photography Networking Group) in partnership with Shana Perry of Love & Perry

Certifications

Google Analytics Individual Qualification (IQ), Analytics Academy by Google
NOV 2019

Grants

Call for Art: Public Safety Art (COVID), Punto Urban Art Museum and North Shore CDC | JUNE 2020

Writing & Press

Centering Racial Justice and Grassroots Ownership in Collective Impact, Stanford Social Innovation Review | DEC 2021

Teen survey: Substance use down, mental health concerns continue, The Greenfield Reminder, Zack DeLuca | MAY 2021

6 Ways to Have a More Trans-Inclusive Wedding, Catalyst Wedding Co. | OCT 2018

Interviews

Altared: A podcast for when weddings don't go as planned, MAY 2021

Meet Caitlin Shea of Caitlin Shea Photography in Holyoke, BostonVoyager Magazine | DEC 2017

Photography Features in Published Works

23 Stoneleigh-Burnham School graduates told to 'keep the fire lit within,' Greenfield Recorder | JUNE 2023

Public health coalition celebrates 20 years, Athol Daily News | NOV 2022

Stoler claims Board of Health seat in Montague election, Greenfield Recorder | MAY 2022

They Still Do Against historic hardship, LGBTQ couples find a way to celebrate their love, Boston Spirit | MAR 2021

A butch lesbian wedding in COVID-times: two brides, two suits, ten guests, Offbeat Bride | MAR 2021

Keep them laughing: Stand-up comics make their way in the Valley, Hampshire Gazette | MAR 2019

100 MOST STYLISH DAPPERQS 2018, Dapper Q (for my work with a former project, "Right Click Queer") | JUNE 2018

San Juan Mayor Carmen Yulin Cruz to Mt. Holyoke students: 'True leadership comes from the heart,' The Valley Advocate | APRIL 2018

Wishbone Zoe, The Valley Advocate (print) | FEB 2018

Meet Caitlin Shea of Caitlin Shea Photography in Holyoke, BostonVoyager Magazine | DEC 2017

Rob Deza's Story, Holdfast | NOV 2017

Brides, Grooms, And Their Accessories, The Valley Advocate | AUG 2017

OFF OFF OFF BROADWAY, Take Magazine | JULY 2017

Basement: The Leafies are a Guerilla Band, The Valley Advocate | JULY 2017

Brickabrack, The Valley Advocate (print) | JULY 2017

Smith College School for Social Work: InDepth, (front page feature) | FALL 2016

Style Profile: Gabrielle Ricci, NYC, Qwear | MARCH 2016

Top 10: The best cheap things to do in Brooklyn this week, punk opera edition, Brokeland | JAN 2016

Conferences

NERD Summit Presented: "Disability Drives Design"
MARCH 2023

NERD Summit (moved remotely because of COVID-19)*
Presented two talks: "How the foundations of UX can bring resumes into the 21st century" and
"Et tu Brute? Intuitive UX, meet Brutalism"
MARCH 2020

Podcamp Un-conference Presented: "ADA Compliance 101" and "The basics of web design: a
60-minute crash course." Attended several courses on cooperative power sharing,
podcasting, and social media marketing.
FEB 2020

Higher Ed Analytics Conference, Attended: Developing a data-informed culture, Maximizing
analytics-guided profit, Communicating analytics with faculty, Measurement strategies, GA
insights for SEO/SEM, Cutting email audience while boosting conversion rates, Measuring
advertising landing pages for Gen Z, Connecting campaign data dots, Decision matrices,
Streamlining social media reporting
FEB 2020

NEDcamp, Attended: FOMO? Take Control of Your Career!, The Top 5 Business Goals A
Website Needs to Achieve, Keynote - The Three Circles of Digital Care, Accessibility 102:
Slightly Beyond the Development Basics, Typographic Design Innovation with Modern CSS &
Variable Fonts
NOV 2019

NEDcamp, Drupal 8 Full Day Intensive, Facilitated by Leslie Glynn (Drupal Association Board
of Directors and Aaron Winborn Award recipient)
NOV 2019

NERD Summit Day 1, Attended: Lessons from Homer's Car in Human-Centered Design,
#Voicefirst: Ready Your Content to Search 50% of Global Searches, User-Story Driven Thread
Modeling
MAR 2019

NERD Summit Day 2, Attended: Dealing with Open Source Licenses, Design Systems:
Nerding out on UI Components, A New Resource-Centric Approach to Sales, Beta Testing in
Your Business, The Interdisciplinary of Digital Product Design, Strategies for Ongoing Client
Success, Test Driven Development
MAR 2019

Podcamp Un-conference, Attended talks focused on Social Media and Podcast marketing
FEB 2019

Civil Liberties and Public Policy: Building the Movement for Reproductive Freedom
Conference Attendee and Photographer, APRIL 2018

Attended Workshops

Misinformation and Finding Truth, CT Forum: Panelists Brooke Gladstone, Ronan Farrow, and Stephen F. Hayes. Moderated by John Dankosky, MAR 2023

Dissecting Campaigns: Wins, Losses and Everything In Between, Braunz Courtney, GP State Rep. Rinitta Shannon, Natanya Robinowitz, Dinah Ortiz, MAR 2021

Unpacking Anti-Asian Misogyny, Purity Culture, and Gender-Based Violence, Sydney Rae Chin, Cecilia, Erica Smith, MAR 2021

Prevention Fundamentals (20 hr course), Prevention Solutions, FEB 2021

Finding Existing Data to Inform Your Prevention Efforts, Prevention Solutions, OCT 2020

Making the Most of Key Informant Interviews, Prevention Solutions, SEPT 2020

Focusing on Focus Groups, Prevention Solutions, SEPT 2020

Getting To Free: Personal Transformation Toward Collective Liberation, JLove Calderón, JAN 2020

Supporting Students on the Margins: A Case for Real Inclusion, Dr. Anthony Jack, author of "The Privileged Poor," JAN 2020

Challenge the Process, Rethinking and organizing change in collaborative projects, JAN 2020

Gender 101 and Trans Inclusive Practices, T.J. Jourian, JAN 2020

Bringing digital personalization strategies to your projects, Ellen Diamond (Oomph Inc), online stream from 2019's NED Camp, DEC 2019

Content Management: A Job For Humans, Rachael Frank (Gravity Switch), online stream from 2019's NERD Summit, DEC 2019

Climate Crisis, CT Forum with featured speakers Dr. Ayana Elizabeth Johnson, David Wallace-Wells, and Gina McCarthy, NOV 2019

Trans Inclusion at Women's Colleges, Dean Spade Associate, Professor at Seattle University School of Law, NOV 2019

Accessibility and Inclusion: The Intersections of Disability Justice and LGBTQ Rights, Mia Mingus, OCT 2019

SANS Cybersecurity Awareness Training, Mount Holyoke College, AUG 2019

Photo Wonders: The Life and Work of Extraordinary Photographers, at panelist discussion by Lynsey Addario, Brian Skerry, and Pete Souza and Moderated by Lucky Nalpathanchil, MAR 2019

Workplace Harassment: Fundamentals - Higher, Ed EduRisk by United Educators, FEB 2019

Succeeding in a Micro-Moments World, Len Gendron, Greater Holyoke Chamber of Commerce and SCORE Western Massachusetts, FEB 2019

Storytelling 101, Dan Desrochers and Lauren Simmonds, Podcamp Un-conference, FEB 2019

Growing Engagement Across Instagram and Facebook, Jamie Cocco, Podcamp Un-conference, FEB 2019

Legal Update for Title IX and Related Laws, Saudra K. Schuster, JD of allXa, DEC 2018

Grant Writing 101, Easthampton Cultural Council LCC, SEPT 2018

Get Press Ready: Media Relations for Artists, Sarah Platanitis of Assets for Artists, MAY 2018

SEO for PR Pros: Search can Help You Get Your Message Out, Andy Crestodina via Meltwater, MAY 2018

Mailchimp 201 and 101, Meredith Esquivel, Digital Marketing Whaler of Whole Whale, In-Person Training Intensive, APRIL 2018

Inbound Fundamentals, Lindsay Thibeault, Senior Inbound Professor at Hubspot, Online Lecture, JAN 2018

Avoiding Social Engineering and Phishing Attacks, Joe Ruotolo and Thoama Yang of the Harold Grinspoon Foundation, Inservice, JAN 2018

Discover How to Improve Your SEO with Social Media, Jason, Director of Social Media with Jumpcrew, Webinar, DEC 2017

The Importance of Building a Social Calendar, Jason, Director of Social Media with Jumpcrew, Webinar, DEC 2017

Instagram Marketing Essentials, Martrell Harris with Jumpcrew, Webinar, DEC 2017

How Consistent Visual Guidelines Improve Brand Awareness, Affinity, and Recall: Everything you need to know about creating consistently on-brand visual content, Alex Direnzo, Content Strategist for Shutterstock Custom, Webinar, DEC 2017

Employer Branding on LinkedIn, Viveka Von Rosen, Online Lecture, DEC 2017

Marketing Foundations: Competitive Market Analysis, Deidre Breakenridge, Online Lecture, DEC 2017

Marketing Foundations: Value Proposition Development, Chris Goward, Online Lecture, DEC 2017

Intro To Flash Photography Taken, Mark Wallace, Online Lecture, NOV 2017

Digging Deep for Purpose and Profit, Sarah Prall, In-Person Lecture by PUG, MAR 2017

Going Beyond Boosting for Business: Facebook Marketing, Crystal Childs, Founder and Marketing Director at Splash Marketing and Creative, In-Person Lecture facilitated by PUG, DEC 2016

Finding Your Super Power: A Talk About Branding, Sandra Costello, In-Person Lecture facilitated by PUG, NOV 2016

Exhibitions

Ancestry of the Dark Moons, Easthampton, MA — Gallery Showing featuring Dark Moon in Gemini: The Barriers of Access to Knowledge
AUG - SEPT 2018

PEEP SHOW IV: Exploring the intersection of art and BDSM, Holyoke, MA — *Gallery Showing featuring my series "Carrion Kings"*
MAY 2018

Hexe, a 10-day art exhibit coinciding with the state-wide arts festival Artweek - Greenfield, MA — *Gallery Showing featuring my series "Carrion Kings"*
APRIL 2018

PEEP SHOW III: Exploring the intersection of art and BDSM, Holyoke, MA — *Gallery Showing featuring my series "Carrion Kings"*
JAN 2018

Dirty Words II, Gateway City Arts, Holyoke, MA — A music event featuring community resources, speakers, and artists
JAN 2018

PEEP SHOW II: Exploring the intersection of art and BDSM, Holyoke, MA — *Gallery Showing featuring my series "The Party by Ostbahnhof"*
NOV 2017

PEEP SHOW: Exploring the intersection of art and BDSM, Holyoke, MA — *Gallery Showing featuring my series "The Party by Ostbahnhof"*
AUG 2017

Glitter Queer Art Show, Easthampton, MA — *Gallery Showing featuring my series "Auf Naxos"*
AUG 2017

Revolution Music Festival, Hawks, and Reed Performing Art Center, Greenfield, MA — Preferred Vendor
JULY 2017

Research

“Bitten: A Social Inquiry into the Impacts of Lyme Disease”

Data Manager and Lead | APRIL 2016 - SEPT 2018

A inquiry looking at how Lyme disease socially impacts participants with a specific focus on participants' assessments of their interpersonal and workplace relationships, and value assessments of the medical field. The research will further explore how access to and quality of insurance impact these assessments.

- Created experimental design using conditional formatting, skip logic, Likert scales, randomized question blocks, and data accuracy checks in Qualtrics survey platform
- Obtained IRB approval through UMass Amherst which included the creation of a recruitment draft, documentation of methods, CITI certification for the “Social and Behavioral Research Investigators and Key Personnel” Basic Course, consent form, and other supporting documentation
- Preliminary statistical analysis of data using correlations, pivot tables for summated totals and percentages for individual questions, standard deviations, medians, arithmetic means, and histograms

Neuro-Developmental Speech Perception Lab, CUNY Graduate Center NY

Assistant Lab Director | SEPT 2012 - JAN 2016

Research focused on the neurological development of different speech pathways and processing, focusing specifically on the P1-N1-P2 complex. Most research compared the neurological differences between native English and native Polish adults in their ability to process legal and illegal phoneme sequences in natural speech stimuli.

- Implemented a training program for graduate and undergraduate students showing various data analysis techniques and lab procedures including neural net sanitation, application, setup, data monitoring, participant instruction and coaching, and data saving and storage
- Prepare and clean data through BESA: remove artifacts, average waveforms, damaged or noisy electrode sites of nonessential sites, etc. Do further analysis through Igor Pro and Excel including split-half validity testing, correlations, visual creation of waveforms, and testing for waveform variability within participants and between large groups. Excel analysis of behavioral data
- Presented research at conferences and assisted peers in literature reviews, data analysis, and poster formatting
- Completed certification for "Protecting Human Research Participants" through the National Institutes of Health (NIH) Office of Extramural Research

St. John's High School Research Shadowing Directive

Assistant Director | SPRING 2015

- Explained concepts in electrophysiology and psychology, breaking down information in an accessible way to students without a prior background or skill set in the field
- Provided lectures on data integrity, processing, and analysis as well as on case studies and research fundamentals
- Provided individual feedback on necessary journal entries for students to ensure absorption of key concepts

Ethnic Identity and Wellbeing Lab, St. John's University NY

Head Research Assistant | FEB 2014 - DEC 2014

Research focused on Implicit Association Testing participants of different ethnic backgrounds and the allotment of credit upon completion of participation

- The head organizer of research assistants, responsible for scheduling between 7 research assistants and over 200 participants as well as relaying schedules daily through phone and email mediums
- Calendar maintenance and allotting the proper class accreditation in SONA for study participants
- Prompted participants with scripts for proper identification and tailored digital testing materials before walking participants through informed consent
- Summated data, maintained data integrity, security, and de-identification, organization, and accuracy, and participant confidentiality, looked for blank or missing fields

Research Presentations

March 2nd-3rd, 2018, 9th Annual Five College Queer Gender and Sexuality Conference, Amherst College (Amherst, MA)

- Shea, C. "Going Toe to Toe: Trans Identities and Digital Footprints"

November 18th-21st, 2016 The Society for Judgment and Decision Making (SJDM) Conference (Boston, MA)

- Shea, C, Chesney, D. "Microaggressions are Judged Intentionally Hurtful"

March 27, 2015, The Graduate Center Student Research Day (New York, NY)

- Kiproviski K, Griffiths T, Shea C. "Stability of the P1-N1-P2 and T-complex waveforms in 48 single subjects"
- Reilly A, King L, Shea C. "The effects of attention on intermediate cortical stage phonological processing"
- Haxhari E, Sung K, Kiproviski K, Shea C. "The effects of attention on the cortical sensory components, P1-N1-P2 and T-complex"

April 21, 2015, St. John's University Student Research Day (Queens, NY)

- Kiproviski K, Griffiths T, Shea C. "Stability of the P1-N1-P2 and T-complex waveforms in 48 single subjects"
- Reilly A, King L, Shea C. "The effects of attention on intermediate cortical stage phonological processing"
- Haxhari E, Sung K, Kiproviski K, Shea C. "The effects of attention on the cortical sensory components, P1-N1-P2 and T-complex"

April 10, 2014, St. John's University Student Research Day (Queens, NY)

- Shea C, White E, Kiproviski K. "The effects of selective attention observed through the P1-N1-P2 complex in younger and older children."

March 28, 2014, The Graduate Center Student Research Day (New York, NY)

- Shea C, White E, Kiproviski K. "The effects of selective attention observed through the P1-N1-P2 complex in younger and older children."

April 11, 2013, St. John's University Student Research Day (Queens, NY)

- Castro K, Shea C. "P1-N1-P2 signature waveforms for words that begin with the phonemes /s/ and /p/."