

ICEE GRIFFIN

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EDUCATION

Michigan State University, East Lansing, MI
The Eli Broad Graduate School of Management
Master of Science, Marketing Research, G.P.A. 4.0

December 2012

Bachelor of Science, Psychology, G.P.A. 3.63

December 2011

EXPERIENCE

Market Strategies International, Livonia, MI

Analyst

Mar 2014–Present

- Lead questionnaire design, analysis, and reporting for clients within the pharmaceutical, CPG, communications and technology industries
- Interfaced with clients to determine project scope and needs for both quantitative and exploratory qualitative studies

Research Associate

Apr 2013 – Feb 2014

- Designed and executed a tracking study for a major pharmaceutical company in support of the development of its patient support division
- Served a key role in creating a custom global study assessing physician adoption of new products successively entering the market

Market Research Intern

May 2012–Mar 2013

- Assisted with the development of survey instruments, analytic plans, and client reports as part of the pharmaceutical team, servicing clients such as Eli Lilly, Pfizer, and Sanofi
- Developed advanced SPSS syntax to streamline data analysis for tracking studies, which resulted in substantial reductions in analysis time and improved quality control

Elder Law of Michigan, Lansing, MI

Volunteer Survey Specialist

Sept 2011–Dec 2011

- Recorded, organized & analyzed responses using a web-based survey tool
- Prepared reports on client satisfaction levels to increase non-profit funding and lawyer performance

Department of Clinical Psychology, East Lansing, MI

Undergraduate Research Assistant

Jan 2011–Dec 2011

- Assessed footage of participants completing a cooperative task to help identify behavioral trends
- Implemented a more effective way to code participant behaviors reducing lag time between videos

Department of Organizational Psychology, East Lansing, MI

Undergraduate Research Assistant

Sept 2010–Aug 2011

- Independently reviewed hundreds of data files to extract relevant information related to team performance
 - Accurately translated behavioral responses into numerical data for analysis using Excel
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LEADERSHIP & SKILLS

Language: Spanish (conversant)

Technology: Google Analytics, Mac & PC, Microsoft Office, SPSS, SAS, R, Minitab, Adobe Photoshop, HTML

Awards: *2010 Learning Leader* – recognized as an individual committed to helping students engage in learning, *2009 LeaderShape Institute* – Nominated to participate in program designed to help students become more effective leaders; engaged with international students to form a cooperative group with dynamic self-improvement discussions