

Louise S. Lareau

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Education

MA Communication, August 2011 **GPA: 3.96**

Purdue University, West Lafayette, IN

Selected Coursework: Quantitative Research Methods, Qualitative Research Methods, Online Interaction

Internet Survey Research Methods Short Course, May 2010

Center for Advancement of Research Methods and Analysis, Richmond, VA

BA Anthropology, May 2008 **GPA: 3.57**

The College of William & Mary, Williamsburg, VA

Computer Skills: SPSS (PASW), NVivo, Qualtrics, EFS Survey, WordPress, Facebook Advertising, HootSuite, Salesforce, Word, PowerPoint, Excel, Outlook, Mac, PC

Experience

Social Media Marketing Intern

May 2012 - Present

Institute for Environmental Solutions, Denver, CO

Develop and implement social media strategy to enhance the Institute's online presence and increase donor support. Assist with marketing, communications, and fundraising efforts.

Research Associate

July 2011 - April 2012

Qualvu, Lakewood, CO

Wrote over 350 screener surveys against aggressive deadlines to recruit samples for domestic and international market research studies. Made recommendations about best practices for participant screening to internal and external stakeholders. Wrote reference materials on industry guidelines and legal issues in market research recruiting. Created demographic reports and tracked statistics for Qualvu's online consumer research panel. Created content for the panel's social media accounts and managed social media advertising campaigns.

Instructor

August 2009 - May 2011

Purdue University, West Lafayette, IN

Primary instructor for Fundamentals of Speech Communication and recitation instructor for Teambuilding & Collaboration. Developed students' public speaking, conflict resolution, and problem solving skills through lectures, activities, and discussions. Implemented and created lesson plans, and graded over 300 students each semester.

Research Assistant

August 2010 - May 2011

Purdue University, West Lafayette, IN

Collaborated with various teams of graduate students and professors to complete five research projects. Conducted secondary research, survey research, content analyses, and ethnographic observations. Wrote proposals and reports with team members.

Research Assistant

June 2010 - August 2010

Purdue Healthcare Technical Assistance Program, West Lafayette, IN

Co-moderated four focus groups with public health professionals across Indiana. Guided focus group discussions, set up discussion spaces, and assisted with participant registration. Compiled notes that became part of a report submitted to the Indiana State Department of Health.

Historic Interpreter

May 2008 - July 2009

Colonial Williamsburg Foundation, Williamsburg, VA

Educated diverse audiences about colonial African-Virginian history through guided tours and "living history" activities. Mastered five different historic interpretation programs across three national historic sites.