

KAITLEN CASSELL

RESEARCH DIRECTOR

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PROFESSIONAL PROFILE

I am a social science researcher with over eight years of experience generating data-driven conclusions in high impact research areas for both academic audiences and large technology companies. I am a Political Scientist by training with a specialization in survey research (both face-to-face and online). My core skills include research design, project management, and communication. My research examines the intersection of social media and politics, both for my academic pursuits and as a survey researcher for the largest technology companies through my work at YouGov. I am highly adept at designing complex research projects, managing their implementation, and distilling the findings into focused, actionable insights for different audiences.

EDUCATION

DOCTOR OF PHILOSOPHY - 2020
Vanderbilt University, Political Science

MASTER OF ARTS - 2017
Vanderbilt University, Political Science

BACHELOR OF ARTS - 2011
The University of Portland, Political Science (major); Spanish (minor)

RESEARCH EXPERTISE

SURVEY RESEARCH: questionnaire design, pre-testing, quality control, fielding management, analysis, reporting

QUANTITATIVE METHODS: advanced statistics, HLM, discrete choice modeling

QUALITATIVE METHODS: IDIs, semi-structured interviews, focus groups

RESEARCH DESIGN

DATA ANALYSIS & VISUALIZATION

STATISTICAL SOFTWARE: Stata (expert), basic R

COMMUNICATION SKILLS

COMMUNICATION SKILLS: verbal, written, & graphical

EDITING & PROOFREADING

RESEARCH PRESENTATIONS: Google Slides, PowerPoint

SMALL TEAM SUPERVISION

SPANISH: intermediate writing, reading

PROFESSIONAL EXPERIENCE

YOUGOV, Scientific Research Group **01/2021 – Present**
Research Director 04/2022 – Present

- **Supervision and team leadership** ▶ Onboard, train, and mentor new employees and work with them to develop their skills across projects and meet their performance objectives; direct line manager duties
- **Proposal development** ▶ Design research proposals for clients, including recommending research designs that maximize clients' objectives and fostering long-term client relationships to advance team revenue goals (\$19M in 2020; \$22M in 2021; \$32M in 2022)

Senior Research Manager 07/2021 – 04/2022

- **Improve processes** ▶ Standardize and organize design approaches, quality control processes, measurement, and data analysis across projects to accelerate project timelines
- **Client management** ▶ Develop rapport with clients by meeting their research objectives; managing expectations; and identifying ways for clients to strike a balance between research objectives, budget, and stakeholder preferences

Research Manager 01/2021 – 07/2021

- **Survey project management** ▶ Manage all aspects of large-scale cross-national survey research projects, including survey development, client communication, field management, data processing, analysis, and report writing/presentation
- **Social science research** ▶ Design sampling strategies, analysis plans, and data visualization for general internet and specialty populations in up to 27 countries (N=5,000-30,000+)

Accomplishments:

- Developed a specialization in methodologically complex surveys including difficult target populations; survey experiments; messaging tests; discrete choice models such as MaxDiff, conjoint, and segmentation designs; and statistical modeling
- Generated a core client base resulting in direct referrals, renewed projects, and new projects from the same clients totaling over \$2M in revenue in 2021 and \$5M in 2022
- Worked with a large technology company client to develop, set up, and run a bi-weekly experimental message testing study worth \$1.25M in 2022; the project was renewed in 2023 after efficiencies improvements to get quality data to stakeholders faster
- Assumed full responsibility for the [Social Change Monitor](#), a bi-weekly policy-focused internal data product, including co-designing new modules on abortion, LGBTQIA+ rights, and elections

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SELECTED REPORTS & PUBLICATIONS

[REDUCING ITEM NON-RESPONSE TO VOTE CHOICE QUESTIONS: EVIDENCE FROM A SURVEY EXPERIMENT IN MEXICO](#). Forthcoming in *Public Opinion Quarterly*. With Mollie J. Cohen. Peer-reviewed.

[THE COMPARATIVE EFFECTIVENESS OF POPULIST RHETORIC IN GENERATING ONLINE ENGAGEMENT](#). 2021. *Electoral Studies*. Peer-reviewed.

[THE POPULIST COMMUNICATION STRATEGY IN COMPARATIVE PERSPECTIVE](#). 2021. *International Journal of Press-Politics*. Peer-reviewed.

[WHEN 'FOLLOWING' THE LEADER INSPIRES ACTION: Individuals' Receptivity to Discursive Frame Elements on Social Media](#). 2020. *Political Communication*. Peer-reviewed.

[METHODOLOGICAL MEMO ON MEASURING POPULIST RHETORIC ON TWITTER](#). Published on Team Populism's website.

[SUPPORT FOR COUPS IN THE AMERICAS: Mass Norms and Democratization](#). *Latin American Politics and Society*. With John A. Booth and Mitchell A. Seligson. 2018. Peer-reviewed.

[REPRESENTATION IN THE AMERICAS: PERCEPTIONS OF EXTERNAL EFFICACY IN THE 2018 AMERICASBAROMETER](#). AmericasBarometer *Insights* series.

[SPOTLIGHT ON ANTI-ELITE ATTITUDES IN COSTA RICA](#) and [SPOTLIGHT ON INSECURITY IN MEXICO](#). In LAPOP Takes the Pulse of Democracy. 2019.

HONORS & AWARDS

CERTIFICATE IN COLLEGE TEACHING. Vanderbilt. 2018.

PROFESSIONAL EXPERIENCE *continued*

CONCINNITY CONTRACT CONSULTING 07/2018 – 06/2022
Proposal Consultant

- **Business development** ► Developed proposals in response to Government Requests for Production (RFPs) that showcase company capabilities (over 50 proposals)

Accomplishments:

- Contributed to overall proposal success rate, resulting in expansion of operations by twofold over three years

LATIN AMERICAN PUBLIC OPINION PROJECT 08/2016 – 01/2021
Graduate Researcher

- **Survey research best practices** ► Developed survey research expertise from design to quality control to analysis and reporting for the LAPOP Lab, which conducts 150,000 face-to-face surveys in the Americas biennially

Accomplishments:

- Co-managed all stages of the research design for special LAPOP projects, including questionnaire design (with an experimental module), logistical planning, training, pre-testing, quality control, data analysis, and acceptance for peer-reviewed publication
- Produced topline and short reports, as well as presentations, for academic and policy-focused audiences

VANDERBILT UNIVERSITY
Dissertation Research (Political Science) 01/2016 – 12/2020

- **Academic research** ► Conducted methodologically rigorous research in areas of public opinion, communication, and social media, resulting in several grants, peer-reviewed publications, and presentations
- **Qualitative fieldwork** ► Conducted qualitative research in Mexico and Costa Rica during presidential elections to contextualize quantitative survey results with semi-structured interviews and focus group data

Accomplishments:

- Published all 3 dissertation chapters in high-ranking peer-reviewed journals within a year of graduating
- Managed undergraduate research assistants (using grant funds) to complete work on time and within budget, which involved creating a training program and weekly meetings, yielding a 75% coding accuracy rate among assistants

Graduate Student Writing Tutor & Editor, The Vanderbilt University Writing Studio 08/2018 – 12/2020

- **Writing expert** ► Met one-on-one with members of the academic community to interactively provide feedback and guidance on writing materials at all stages in the writing process

Accomplishments:

- 99% of clients “agreed” or “strongly agreed” that the session was productive; 115 clients surveyed out of 124 total clients