

# ASHLEY HAY

## RESEARCH ASSOCIATE

Costa Mesa, CA | 206-883-0681 | hayashley0405@gmail.com | www.linkedin.com/in/ashleymhay/

### PROFESSIONAL SUMMARY

Experienced researcher with 3+ years of experience supporting research projects, through data collection, analysis and reporting. Skilled in qualitative and quantitative methodologies, collaborating with project managers and cross-functional teams to ensure accurate, timely delivery of insights. Ready to leverage my abilities and make an immediate impact at your organization.

### PROFESSIONAL EXPERIENCE

#### Research Associate

APCO | Washington DC (Remote) | Sept. 2024 – Present

*Research Analyst & Sr. Research Analyst (Sept. 2021 Sept. 2023)*

- Implemented research methodologies, including digital listening, focus groups, interviews and surveys across a variety of industries, markets and audiences.
- Contributed to key research projects, providing actionable insights that influenced strategic decisions, improved brand positioning, and enhanced messaging.
- Utilized advanced data analysis tools (e.g., SPSS, Excel, Q Research) to process, analyze, and visualize research data, identifying trends and deriving insights to support decision-making.
- Coordinated with vendors to monitor project progress, manage data collection, oversee participant recruitment, and implement quality control to maintain data integrity and meet deadlines.
- Helped manage project timelines and workback plans, ensuring smooth execution of research projects by proactively identifying potential bottlenecks, mitigating risks and collaborating with cross-functional teams.
- Contribute to team development by fostering a collaborative and knowledge-sharing environment facilitating training and mentoring junior team members to enhance research capabilities.

#### Attendant Counselor I & II

Fircrest Residential Habilitation Center | Shoreline, WA | Sept. 2007–Dec. 2019

- Analyzing behaviors and interactions, documenting daily activities to track progress and provide informed recommendations for tailored services and care.
- Cross functioning collaboration with various departments to reach a common goal that balances business and resident's needs.
- Working closely with program coordinator, psychologists, doctors etc. to creatively solve problems that improve resident's care.
- Completing several on-site trainings such as dual diagnosis, developmental disabilities, HIPPA, human psychology, first aid and more.

### EDUCATION

#### B.A. Applied Computing

m: Human Computer Interaction

University of Washington | 2020

### RELEVANT SKILLS

Market & Opinion Research

Digital Listening

Analytical Skills

Attention-to-Detail

Teamwork

Data Visualization

Questionnaire Development

Vendor Management

Multi-tasking

### TOOLS

MS Office & Google Workspace

SPSS

Q Research Software

Talkwalker

Alchemer

Generative AI

Dedoose

### PUBLICATIONS

Authored a [blog post](#) on "AI in Market Research: A Handy Sidekick but watch Out for Its Shenanigans!" (2024)

Co-authored a [blog post](#) on "How Can Brands Win the Hearts and Minds of Gen Z?" (2023)