

Jacob Copple, PhD

Mixed-Methods Researcher

LinkedIn www.linkedin.com/in/jacobcopple

Web version has limited personal info, connect with me on LinkedIn for a quick chat!

Work Experience

Graduate Student Researcher

AUG 2016 – MAY 2021

University Of Texas at Austin, Austin, TX

- Defined goals and metrics for researching behavioral psychology in public health messages, food delivery platforms, and engagement measurement tools
- Led mixed-methods research project to improve scientists' communication efforts about COVID and other public issues through audience engagement scale
- Designed 8 surveys with up to 3,000 participants from national panels
- Formulated screener questionnaires for careful selection of survey samples to maximize deliverable insights
- Performed un-structured and structured interviews in person, through video calls, and phone calls
- Orchestrated A/B tests and multivariate experiments to uncover key differences between features and groups
- Synthesized research findings from generative and evaluative studies
- Presented key deliverables to cross-functional team members, team leaders, and directors

Graduate Course Instructor

JAN 2019 – MAY 2020

University Of Texas at Austin, Austin, TX

- Achieved 98% student pass rating in lower- and upper-level courses ranging in size from 20 to 200 students
- Framed complex concepts and topics with curated slide decks of examples, discussion activities, and case-studies
- Empathized with students through consistent communication and feedback surveys presented at beginning, middle, and end of courses

Photography & Video Content Coordinator

NOV 2014 – AUG 2016

Texas Tech University, Lubbock, Texas

- Produced photography and video content for multiple projects per month through successful stakeholder interaction, content creation, and project management
- Maintained consistent branding through collaboration with cross-functional marketing team members
- Administered clear content goals for content interns with weekly feedback sessions on personal portfolio pieces

Education

MAY 2021

Ph.D. Advertising

University of Texas - Austin, TX

MAY 2015

M.A. Mass Communication

Texas Tech University - Lubbock, TX

MAY 2013

B.A. Electronic Media & Communication

Texas Tech University - Lubbock

Skills

- Problem-solving
- Usability Design
- Writing
- Storytelling
- Interviews
- A/B Testing
- Concept Maps
- Survey Design
- WordPress
- HTML + CSS
- Agile
- Collaboration
- Statistics
- Data Analysis
- SQL
- R