

MARY HOYT KEARNS

APPLIED BEHAVIORAL SCIENTIST

 [Linkedin.com/in/maryhakearns](https://www.linkedin.com/in/maryhakearns)

 [maryhoytkearns.com portfolio](https://maryhoytkearns.com/portfolio)

EDUCATION

PhD Applied Psychology

Fordham University

MS Research Methods and Statistical Analysis

Southern Connecticut
State University

BA Communications/ Visual Design

Fairfield University

Inner MBA Certification

Sounds True/LinkedIn/Wisdom 2.0

EXPERTISE

Health Psychology

Quantitative Methods

Qualitative Methods

Survey Research

Multivariate Analysis

Segmentation

In-depth Interviews

Usability Studies

Concept Testing

Data Storytelling

Project Management

Cross-functional Collaboration

Report Writing

Creativity

Critical Thinking

SPSS

Qualtrics

dscout

Google Suite

Adobe Creative Suite

CERTIFICATIONS

Experienced Registered Yoga

Teacher (ERYT200) [Yoga Alliance](#)

Google Data Analytics Certificate

Capstone Project: [An Analysis of
Workplace Wellness Programs in
the US](#)

PROFESSIONAL PROFILE

Compassionate full-cycle, mixed-method, behavioral researcher with a strategic mindset. Skilled at translating complex data into easy-to-understand insights and actionable recommendations. Offer a unique blend of analytic, creative, and entrepreneurial skills. Demonstrated expertise in research methodology, project management, user experience, advanced analytics, multiculturalism, human development, presentations, and mentoring junior researchers. Highly flexible and adaptable with a growth mindset.

CAREER EXPERIENCE

Meta, Contract, Remote

05/2022 – 05/2024

Lead UX Researcher, Facebook App Research Foundations

- Responsible for launching a cross-app qualitative central rolling research program. Developed systems and processes for successfully executing research studies on a monthly cadence as part of a new cross-app rolling research program. Recommendations resulted in updates for some products, and cancellation of features found to be unappealing to users.
- Scoped, led, designed, and executed end-to-end research projects across the product lifecycle
- Collaborated with cross-functional team members, external vendors, and leadership
- Used a variety of research tools to field and analyze on-platform and off-platform studies
- Developed and executed a multinational, mixed-methods study of young adult Facebook users in the US, Canada, and Western Europe, producing actionable recommendations to simplify the event creation and RSVP process, resulting in increased usage of the event management product.
- Designed and led end-to-end research on infrequent Facebook users, informing product feature updates and resulting in a 2.6% increase in original content creation.

Research and Wellness Consultant, Falls Church, VA

07/2012 – 05/2022

Scientific Review, Marketing Research, Wellness Consulting

- Conducted scientific reviews of mental health promotion programs for the National Institutes of Health to evaluate efficacy, scientific rigor, and designation as Evidence-based.
- Translated academic research into accessible language for public consumption. Authored consumer-facing articles on wellness practices grounded in scientific research.
- Hired and managed a team of 8 part-time employees and interns.
- Designed and led over 100 workshops and presentations in wellness center and corporate settings on topics such as mindfulness and somatic techniques for emotional regulation.
- Assessed advertising impact with brand tracking and market mix modeling. Results were used to optimize advertising spend to the highest ROI.
- Developed surveys and research models for consumer package goods, B2C services, and financial industry clients, which were used to track brand sentiment and customer interest.

MARY HOYT KEARNS

SENIOR APPLIED BEHAVIORAL RESEARCHER

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 maryhoytkearns.com portfolio

SKILLS

Cognitive Testing

Focus Groups

Journey Mapping

Google Gemini

Adobe Firefly

Asana

Clickup

Figma

Figjam

R Programming

Python

SQL

UserTesting

Fable

Improvational Comedy

DISSERTATION

A multidimensional approach to the assessment of social support and its relationship to adults' use of biomedical and alternative health care services

Fordham University

Department of Psychology

April 2002

PROJECTS

Crossroads Jobs | Herban Crafts

Women's Support Group

March 2013 – March 2014

Crafting a Better World

Presented at the 2012 Global Health & Innovation Conference in New Haven, CT

April 2012

CAREER EXPERIENCE CONTINUED

Manila Group, Inc., McLean, VA

12/2007 – 06/2012

Scientific Reviewer

Manila Group specialized in research and evaluation, survey instruments, policy analysis, performance management, and strategic communication for federal and commercial customers.

- As a project leader, developed external validity criteria for National Institute of Health research-tested mental health promotion and cancer prevention programs.
- Drove qualitative studies on provider and researcher experience for these programs, including facilitating focus groups and website usability studies. Recommendations resulted in website redesign.
- Oversaw scientific reviews of leading cancer prevention, mental health promotion, and substance abuse prevention programs, collaborating with expert researchers. Authored and published 48 reviews on the NIH website as guidance for those seeking to implement quality prevention programs.

IPSOS-ASI, Norwalk, CT

1/2004 – 9/2007

Senior Research Manager, Ad Tracking & Brand Equity

- Conducted advanced statistical analyses, including regressions, segmentations, and ANOVA, for brand equity and tracking studies for consumer package goods and pharma clients.
- Managed a multi-product pharmaceutical R&D project to develop a new tracking system, including questionnaire design, sample selection, overseeing data collection, data analysis and presentation.
- Collaborated with product management groups to develop and implement new methods, analytic models and derived measures which were used in tracking and brand equity studies.
- Served as quantitative expert resource to client service groups, advising on the selection, design, implementation and interpretation of research methods and appropriate analyses primarily for brand tracking and ad tracking clients.

Harris Interactive, Norwalk, CT

1/2002 – 1/2004

Research Scientist (Healthcare, Youth and Public Policy) and Research Manager, Advanced Analytic Services

- Utilized structural equation modeling (scaled for use in custom research solutions to aid in messaging for programs and products for healthcare providers and pharmaceutical companies) on a behavioral and attitudinal dataset from over 4,000 consumers to create a predictive model of healthcare utilization in the US.
- Ran a multinational study using mixed methods, scoping and designing the project plan, creating the survey materials, and overseeing focus groups of physicians and patients with Type I diabetes. Recommendations were used to help physicians better communicate with patients regarding insulin adoption.