Kayla Good

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Summary   I am psychology researcher with 7 years of experience leading end-to-end research exploring how people think. I am passionate about applying what I've learned to drive conversions and help businesses achieve their goals.

Education

MA in **Psychology**, Stanford University in Stanford, CA (**Expected March 2023**)
BA in **Psychology**, Reed College in Portland, OR (2017)

Experience

Marketing Intern, Evn CBD, *2022 – Present*

- Assist company founder with managing digital marketing operations
- Conduct keyword research using Semrush and optimize website content for search engines
- Plan brand communications and collaborate with copywriters to produce email newsletters as well as SEO-optimized blog posts and sponsored offsite content
- Develop and maintain Google Ads campaigns and track their performance over time
- Conduct competitive research on other brands' websites and mobile apps and generate actionable insights to drive conversions
- Spearhead operations for the Evn mobile app, including planning app features/integrations, creating push notification flows, and devising strategies to increase app downloads and purchases
- Perform quality assurance across all types of brand-related content
- Seek out and engage with opportunities to improve marketing skillset

Graduate Researcher, Stanford University, *2019 – Present*

- Lead, conceptualize, design, and conduct large-scale research projects
- Gathered qualitative data from parents (N = 300) via open-ended survey questions and conducted a thematic analysis to identify key themes in their reactions to hypothetical scenarios
- Conducted online surveys and applied linear mixed-effect regression to investigate the relationship between adults' (N = 1,215) beliefs and their agreement with different parenting practices
- Communicated research findings to a diverse range of audiences by presenting at conferences and publishing articles, both in high-impact academic journals and popular science outlets
- Received competitive $138,000 grant from the National Science Foundation

Inclusive Teaching Fellow, Stanford Center for Teaching & Learning, *2021 – present*

- Proposed, managed, and procured funding for a multi-year project aimed at promoting inclusive teaching practices among graduate teaching assistants (TAs)
- Designed and led interactive workshops on inclusive teaching strategies, resulting in 100% of TAs reporting more confidence in creating an inclusive learning environment in their classes

Admissions Representative, Stanford University, *2020 – 2022*

- Collaborated with a cross-functional team of faculty, students, and staff to develop clear evaluation criteria for assessing Psychology PhD applicants, resulting in a more efficient and equitable admissions process
- Generated a system of linked spreadsheets for tracking ratings of applicants across several key metrics, facilitating coordination among the team of evaluators
- Led analysis of applicant data to produce shortlist of interviewees

Lab Manager, University of Chicago*, 2017 – 2019*

- Managed participant recruitment and data collection for over 10 research projects
- Onboarded, trained, and mentored 15 undergraduate research assistants

Skills   Data analysis and data visualization in R, Excel, Google Sheets, Google Ads, Google Analytics, Qualtrics, Semrush, SQL