

BRIANNA A. KOWALSKI

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SUMMARY

Applied social scientist and public health researcher with over 10 years of experience designing and executing mixed-methods research grounded in behavioral and implementation science frameworks to inform and evaluate health communication campaigns and community health programs. Extensive experience leading end-to-end project execution, including study design, proposal development, data collection and analysis, team and budget management, and client management, and translating findings into actionable recommendations for federal, foundation, and nonprofit clients and stakeholders. Expert in formative research, message testing, and program evaluation, with specific expertise in vaccination, HIV prevention and treatment, and tobacco control

EDUCATION

University of Pennsylvania, Annenberg School for Communication, Philadelphia, PA May 20xx
Ph.D., Communication

University of Michigan School of Public Health, Ann Arbor, MI May 20xx
Master of Public Health

Dartmouth College, Hanover, NH May 20xx
Bachelor of Science, Neuroscience; Certificate, Global Health

TECHNICAL SKILLS & METHODOLOGIES

Methods: *Quantitative:* Survey and experiment design, message and concept testing, structural equation modeling, longitudinal analysis, panel data analysis, latent profile and class analysis, machine learning;

Qualitative: In-depth interviewing, content analysis, thematic analysis, focus group moderation

Software: SPSS, Stata, R, Mplus, NVivo, Qualtrics, Microsoft Office Suite (Word, Excel, Powerpoint, and Access)

Programming: Python, VBA, SQL, applied AI (Google Gemini, OpenAI, Anthropic Claude)

RELEVANT EXPERIENCE

Annenberg School for Communication, University of Pennsylvania Aug 20xx – Apr 20xx
Research Fellow

- Independently designed, executed, and presented five longitudinal and experimental studies in under one year to examine how vaccination perceptions and intentions change in response to shifting public health discourse and federal policies
- Deployed generative AI to analyze content of 10,000+ news reports to rapidly and efficiently study discourse about vaccines
- Conducted NCI- and NIDA-funded mixed-methods research studying tobacco and nicotine perceptions and behaviors to design targeted health campaigns for at-risk populations
- Successfully published findings in peer-reviewed journals and presented at relevant conferences to inform health communication best practices for anti-smoking and vaccination promotion campaigns

Institute for Public Communication Studies, Abt Global Jun 20xx – Aug 20xx
Research Analyst

- Promoted four times over seven years in recognition of leadership, technical expertise, and impact on public health projects for federal and non-profit clients, including NIH, CDC, FDA, and MD Anderson
- Co-authored winning proposals for multiple \$1M+ federal contracts and grants (NIH, CDC, FDA), including scoping research and evaluation designs, developing methodological approach, drafting technical narratives, and coordinating input from subject matter experts, budget staff, and senior scientists to deliver competitive bids on deadline

- Served as task leader and associate project director on \$2M+ federal contracts, managing interdisciplinary teams of 2-3 staff and overseeing project lifecycles, budgets, timelines, data use agreements, participant recruitment, and IRB and OMB regulatory requirements
- Designed and executed concurrent quantitative and qualitative research and evaluation projects to inform and evaluate health communication campaigns, digital health interventions, public health programs, and federal policies, including developing screener surveys, quantitative survey instruments, EHR data analysis plans, and discussion guides for cognitive interviews, focus groups, and in-depth interviews
- Engineered automated data workflows and developed quality control processes to enable rapid synthesis of insights and delivery of high-quality client deliverables in fast-paced environments, including data dashboards to provide rapid updates for clients
- Led quantitative and qualitative analyses to provide actionable insights to clients and internal teams
- Translated quantitative and qualitative results into succinct and actionable recommendations for clients and other stakeholders in technical reports, briefs, and presentations
- Represented the organization in client engagements and stakeholder meetings, building trusted partnerships with clients and implementation partners to align research priorities and deliverables

LEADERSHIP EXPERIENCE

Lipman Family Prize Fellow

Sep 20xx – Apr 20xx

McNulty Leadership Program, The Wharton School, University of Pennsylvania

- Selected as one of 16 fellows from a university-wide pool of 73 graduate student applicants for a prestigious program centered on strategic communication, team management, and executive leadership
- Collaborated with interdisciplinary teams to synthesize complex organizational data into executive reports and succinct recommendations for selection committee
- Utilized a 360-degree feedback framework and executive coaching to refine personal leadership strategy in dynamic team environments

MENTORSHIP EXPERIENCE

Penn Graduate Community-Engaged Research Mentorship Fellow

Jun 20xx – Aug 20xx

Netter Center for Community Partnerships, University of Pennsylvania

- Guided youth teams using Youth Participatory Action Research and human-centered design principles to develop a community-driven communication campaign to promote healthy eating in the local community
- Developed and facilitated workshops to build students' capacity in research design and health communication campaign development

Teaching Fellow

Aug – Dec 20xx

Annenberg School for Communication, University of Pennsylvania

- Trained students in formative research methods, including mixed-method studies and translating findings into actionable communication strategies
- Developed and delivered instruction on survey methodology and communication campaign evaluation

SELECTED PUBLICATIONS & PRESENTATIONS (2 of 49)

Kowalski BA, Nguyen T, Patel R, Simmons J. *Evaluating the Effectiveness of Social Media-Based Vaccine Messaging Among Young Adult Populations*. Journal of Health Communication Research. 20xx;16(2):101–115.

Kowalski BA, Hernandez M, Lee S, Carter P. *Message Framing and Behavioral Intentions in Anti-Smoking Public Health Campaigns Targeting Adolescents*. American Journal of Behavioral Health Communication. 20xx;11(4):233–247.