Nikky R. Greer, PhD

Greenville, SC
Knoxville, TN
Remote/Hybrid

Research Portfolio: **Authory.com/NikkyGreer**
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Please use LinkedIn to message me.

Qualitative and Mixed Methods Researcher

Skills

Qualitative and survey design, analysis, and reporting.

Human-Centered Design, Agile / Lean research approaches

ReOps (research project management)

Secondary and open source research, SWOT and competitive analysis

Content, media, policy, social media analysis and netnography

Interviews, focus groups, participant observation, program evaluation

Journey mapping, personas, mind and concept mapping

Data storytelling and presentation

Experience

US DHHS Public Health Agency / Sr. Research Associate
Oct 2024 - Jan 2025 | Aptive Resources (Alexandria, VA; remote)

Discovered 12 untapped recruitment marketing and messaging strategies and 17 retention recommendations using Agile & Lean research methods. Conducted, analyzed and reported results of 21 in-depth interviews (B2C), 12 key informant interviews (B2B), and 9 brand testing interviews (B2B). Key skills included research project management, mixed methods research, and data storytelling.

Aptive DEI / Co-Chair
Sep 2023 - Dec 2024 | Aptive Resources (Alexandria, VA; remote)

Expanded employee engagement program into the highest rated one within the organization via optional workshops, forums on Veteran and disability topics, and educational and training content, improving sensitive client and internal communications. Co-managed multiple teams and multiple events per month.

Carework in the Academy Initiative / Co-primary investigator
2015-2024 | Collaborative project spanning multiple universities

Designed, collected, managed, and analyzed a mixed methods digital survey (n=492), 7 focus groups, and 7 interviews to assess impacts on academic career trajectories during caregiving for children, self, parents, other adults, and students. Identified negative and disproportionate impacts by precarious academic status, race, gender, class, sexuality, and age. Recommended policy redresses, aware that real solutions lie with restructuring systemic and outdated frameworks. Produced two publications and three conference engagements.*

Veterans Health Administration (VHA) Recruitment Marketing /
Sr. Research Associate
Oct 2023 - Jun 2024 | Aptive Resources (Alexandria, VA; remote)

Market tested 25 messages and 26 visuals in a phased, iterative, and targeted recruitment campaign to attract critical healthcare roles candidates and fine-tuned effective content for recruiter toolkits and communications. Methods included: secondary research, website UX and CX testing, analysis & reporting, 30 B2C key-informant interviews, 20 focus groups, candidate personas, and a candidate journey map with two researchers. Key skills included branding and identity marketing, ReOps/research project management, and data storytelling.

Veterans Health Administration (VHA) Subagency Branding and Website Redesign / Sr. Research Associate
Jan 2024 - May 2024 | Aptive Resources (Alexandria, VA; remote)

Delivered 26 actionable recommendations for targeted messaging to the client's key audiences and to improve web page-by-page navigability, user-friendliness, and functionality. Methods consisted of 13 B2B stakeholder interviews (UX) and 9 web usability interviews (UX/UI). Key skills included stakeholder engagement, employer branding and client rapport and presentations.

US DHHS Service Delivery Agency / Sr. Research Associate
Oct 2023 - Dec 2023
Aptive Resources (Alexandria, VA; remote)

Generated 20 recommendations based on UX and stakeholder needs insights (i.e., priorities, pain points, enhancement areas) for web and brand redesigns. Methods included 24 stakeholder (CX) interviews, a content audit and additional analysis of client-provided data, and a 22-page audit analysis report with recommendations and client-facing presentation. Key skills leveraged include customer experience consulting, content auditing, and branding and identity marketing.

US Office of Personnel Management Employment Campaign /
Sr. Research Associate
Jun 2023 - Nov 2023 | Aptive Resources (Alexandria, VA; remote)

Provided 95 targeted audience recruitment and retention recommendations, identified untapped hiring markets and how to access them. Methods included secondary research and target audience briefs, 20 B2C in-depth interviews, a B2B listening session and a focus group. Key skills were target market messaging, Agile and HCD, workforce analysis and reporting, and candidate personas.

Veterans Experience Council (VXC) / Sr. Research Associate
Jun 2023 - present | Aptive Resources (Alexandria, VA; remote)

This program allows Veterans to advise philanthropic, corporate, and client engagements by providing feedback about services and solutions and how Veterans experience them. I worked on four different VXC projects, three of which produced white papers (see Authory.com/NikkyGreer or my LinkedIn).

- Veterans Speak Out: VA Health Care vs. Community Care (2024) deployed a mixed methods survey (n=254), finding Veterans use VCCP for specialty care, urgent care, increased autonomy, and more positive or inclusive treatment options.
- (Feb 2024) PACT Act: Awareness, Understanding and Opportunities to Engage Veterans used a mixed-methods survey (n=205) to explore successful PACT Act outreach strategies, barriers, and new opportunities to reach Veterans who do and do not use VA healthcare.
- (Jun 2023) Social Technology, Mental Health Support and Suicide Prevention in Veteran and Military Populations identified Veterans reservations about AI/chatbots for sensitive mental health needs but

were comfortable with telehealth and mobile apps.

Fostered Voices: Narratives in US Foster Care / Primary Investigator
2013 - 2019 | PHD Dissertation, Temple University (Philadelphia, PA)

Phenomenological qualitative research design, literature review, media and policy review, mixed methods survey data collection, coding and analysis of 100 in-depth interviews and three years of participant observation. Designed a holistic study of the institution of foster care as a cultural system, its narratives and rites, to explain discourses of "brokenness" despite best-practices and continual policy revision. Originated theoretical concepts to explain results (e.g., implicit violence, institutional extortion), and potential policy, structural and cultural redresses. Yielded thesis publication and six conference presentations.

Arts & Aging in an Urban Context / Research Assistant
2008 - 2011 | UTSA (San Antonio, TX)

Conducted literature reviews, participant observation, semi-structured interviews, and health survey data for a program evaluation of a painting program on health and well-being for a fixed-income senior living facility residents. Results affirmed a positive relationship between arts participation and improved health and well-being, both as a social activity and as a means to process life experiences. Produced one conference presentation and one peer-review publication.

"Peace Be Upon You" / Primary Investigator, Film Producer
2008 | UTSA (San Antonio, TX)

Promoted the agency of Muslim students in Texas following 9/11 through an experimental film, as a vehicle to share their experiences and refute media misrepresentations with broader audiences. The study relied on qualitative methods and analysis. Presented the study findings at one conference and the film remains in-use for classrooms via the UT Library System.

Potentiometers and Health-Related Quality of Life for Mexican American Women in a Self-Help Promoting Intervention During Breast Cancer Treatment / Research Intern
2007 | UTHSCSA (San Antonio, TX)

Devised a theoretical interventional model utilizing secondary data on self-help interventions (SHiP) for women in cancer treatment to reveal relationships between quality of life barriers and enhancers among young, low-income, Mexican American women. Resulted in one publication and one conference presentation.

Education

Temple University / Ph.D. Cultural Anthropology
2014 - 2019, Philadelphia, PA

Temple University / M.A. Cultural Anthropology
2010 - 2014, Philadelphia, PA

University of Texas at San Antonio / B.A., Honors
2004 - 2008, San Antonio, TX

**Full publications, conference presentations, and other details available at* Authory.com/NikkyGreer.