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PUBLIC SECTOR RESEARCH

US DHHS PUBLIC HEALTH AGENCY

OCT 2024 - JAN 2025

RESULTS: Discovered 12 untapped recruitment marketing and messaging strategies and 17 retention recommendations using Agile & Lean research methods.

Methods
- 2 B2B mixed methods survey, analysis & report
- 21 in-depth interviews (B2C), analysis & report
- 12 key informant interviews (B2B), analysis & report
- 9 brand testing interviews (B2B)

Key skills
- Research project management
- Mixed methods research
- Data storytelling

VETERANS HEALTH ADMINISTRATION

OCT 2023 - JUN 2024

RESULTS: Market tested 25 messages and 26 visuals in a phased and iterative targeted recruitment campaign for health care professionals, attracting job seekers in critical healthcare roles. Produced targeted and effective content for recruiter toolkits and communications.

Methods
- Secondary research
- Website usability and customer experience testing, analysis & reporting
- 30 B2C key-infomant interviews
- 20 focus groups across 4 cohorts
- Candidate personas
- Candidate journey map

Key skills
- Research project management
- Branding and identity marketing
- Data storytelling

VETERANS HEALTH ADMINISTRATION

JAN 2024 - MAY 2024

RESULTS: 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
- 13 B2B stakeholder interviews (UX)
- 9 web usability interviews (UX/UI)

Key skills
- Stakeholder engagement
- Employer branding
- Client presentations

US DHHS SERVICE DELIVERY AGENCY

OCT 2023 - DEC 2023

RESULTS: Generated 20 recommendations based on key insights about user experience and stakeholder needs (e.g., priorities, pain points, enhancement areas) for website and branding redesigns.

Methods
- 24 stakeholder (CX) interviews
- Content audit and analysis of client-provided data
- 22-page audit analysis report with recommendations and client-facing presentation

Key skills
- Customer experience consulting
- Content auditing
- Branding & identity marketing

US OFFICE OF PERSONNEL MANAGEMENT EMPLOYMENT CAMPAIGN

JUN 2023 - NOV 2023

RESULTS: 95 targeted audience recruitment and retention recommendations, identifying untapped hiring markets and how to access them.

Methods
- Secondary research and briefs
- 20 in-depth interviews (B2C)
- Stakeholder listening session & 1 focus group

Key skills
- Target market messaging
- Agile & HCD
- Workforce reporting & personas