

# JEN PLEBANI

323.823.2838

[jennifer.plebani@gmail.com](mailto:jennifer.plebani@gmail.com)

<https://www.linkedin.com/in/jenplebani>

<https://medium.com/@jenplebani>

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*Strategist and mixed-methods research leader with a track record in developing actionable insights and partnering with stakeholders to drive innovation and build competitive advantage. Experienced manager and mentor, with expertise in training product teams to think like researchers and research teams to think like their stakeholders. Expertise includes all aspects of brand strategy, market research and UX research.*

## EXPERIENCE

### TICKETMASTER, HOLLYWOOD, CA

#### Senior Researcher - *Currently Furloughed* (3/20-present)

- Led quantitative research for Ticketmaster
  - Managed two junior researchers on quant projects
- Drove creation of COVID-19 tracking study
- Created actionable segmentation to categorize fans based on their behaviors around live events
- Lead mixed-methods, qualitative and user experience studies
- Linked survey findings to metrics in database and used metrics to drive survey iterations
- Presented findings internally to senior leadership, and externally to clients
- Gave invited talk at EAMC
- Liaison for external consultants
- Valued thought partner for clients and senior leadership
- Developed training modules to up-level quantitative research abilities of team

### FACEBOOK, MENLO PARK, CA

#### User Experience Researcher (11/18-3/20)

- Led quantitative and mixed-methods research for Facebook Stories team
  - Developed research roadmap to ensure research team was effectively addressing stakeholder needs
- Led usability testing to drive product refinement
- Oversaw A/B testing to ensure accuracy of outcomes
- Paired survey findings with on-platform behaviors to drive deep understanding of user journeys
- Utilized MaxDiff studies to uncover biggest user needs and focus design and engineering efforts
- Valued thought partner for development of new app features and refinement of existing features
- Acted as “voice of the user” to drive empathy in design and engineering
- Expert storyteller skilled in persuasive presentation of findings to stakeholders
- Leveraged strategic as well as tactical insights to promote short and longer-term business objectives
- Managed external vendors and standing member community used for ongoing research studies
- Managed interns and mentored junior researchers
- Taught courses for research associate program to train career switching researchers
- Led workshops to train researchers and associated roles on research methods
- Led product team workshops, ideations and strategy sessions
- Served on Vendor Quality task force
- Served on Medium task force to promote outside publications
- Organized off-site events for research teams
  - Led Stories Summit meeting for 50-person research org
    - Selected and managed venue, program, presenters, catering, artifacts and swag
  - Led research team offsite strategy session
    - Planned and led strategy development activities
    - Selected and managed venue and activities

**BRANDIQ, LOS ANGELES, CA****Director, Brand Research, Strategy & Innovation (2/2017-10/2018)**

- Led custom quantitative, qualitative and mixed-methods market research studies
- Supervised research team of four
- Oversaw study design and analysis and deliverables for all quantitative projects
- Conducted advanced analytics across all quantitative projects
- Moderated focus groups, conducted IDIs and ethnographies, moderated online bulletin boards
- Developed and presented client deliverables
- Facilitated relationships with new clients and strengthened existing client relationships
- Created and delivered company-wide training and development initiatives
- Directed B Corp initiatives to maintain and promote B Corp certification

**PERELMAN SCHOOL OF MEDICINE, UNIVERSITY OF PENNSYLVANIA, PHILADELPHIA, PA****Assistant Professor of Psychology in Psychiatry, Research Track, (1/2009-1/2017)**

- Personally awarded over \$5 million in research grant funding; over twice that for participatory grants
- Established Human Behavioral Pharmacology Laboratory to test new methods of evaluating efficacy and mechanisms of action of promising new treatments
- Oversaw lab and clinical research staff of two research technicians, a nurse and a therapist
- Published over 20 research articles in peer-reviewed journals, including primary and secondary analyses, review papers and meta-analyses
- Spearheaded standardization of policies and procedures for research projects

**Postdoctoral Fellow (2007-2008)**

- Conducted research, analyzed data, and wrote manuscripts under mentorship of Psychiatry faculty

**PARAGON RESEARCH & CONSULTING, WEST CHESTER, PA****Senior Project Director (2005-2007)**

- Managed custom end-to-end quantitative and qualitative market research studies
- Responsible for all aspects of projects including client relationships, study proposals, project development and execution, data analysis and interpretation, and presentation of actionable findings
- Responsible for creating surveys and moderator/interview guides, sample selection, data collection, data analysis and interpretation, and presentation of actionable findings to clients

**Project Director (1999-2000)**

- Developed and executed custom market research projects
- Created surveys and moderator/interview guides
- Analyzed findings and developed client deliverables

**CONSULTING AND FREELANCE POSITIONS****Marketing Advisor, Barnard's Orchard, Kennett Square, PA (2014-2017)**

- Provide marketing analysis and recommendations for social media, advertising and labeling

**Course Development Subject Matter Expert, Laureate Education, Baltimore, MD (2012-2013)**

- Spearheaded development of content and format for new online graduate psychopharmacology course

**Psychology Graduate Faculty, Walden University, Minneapolis, MN (2010-2013 )**

- Taught on-line graduate courses in statistics and psychopharmacology
- Mentored psychology graduate students and served on dissertation committees

**Statistics & Evaluation Coordinator, Early Learning Opportunities Grant, Swanton, VT (2003-2004)**

- Developed metrics to evaluate intervention impact on children born in rural poverty

**Statistician for *Tuned Out* by David T. Z. Mindich, Colchester, VT (2002)**

- Provided data analysis and interpretation for book on declining consumption of news

## SKILLS

*Leading end-to-end custom quantitative and qualitative market research and UX research projects and teams*  
Survey Design (Qualtrics, SurveyMonkey), Moderated and unmoderated user testing (Lookback, DScout, UserTesting, Usabilla, UserZoom), In-Depth Interviews, Focus Group Moderating, Online Bulletin Board Moderating, Ethnographies, Discrete choice modeling, Conjoint analysis, Max Diff, Factor analysis, Cluster analysis, Regression, SPSS, STATA, Excel, SAS, Tableau, SQL, PowerPoint, Keynote, Adobe Suite, Study Design, Segmentation, A & U, Positioning, Ad testing, Concept testing, Brand analysis, Brand equity, Landscape, Brand health, Wave tracking studies, Pre and post market surveillance

## PRESENTATIONS

Fan Beat presentation to Event and Arena Marketing Conference (EAMC) July 9, 2020

[FAN RESEARCH & INSIGHTS: VOL 2 | JULY 2020](#) (research deck)

[Previous Sessions | EAMC](#) (announcement)

<https://youtu.be/QY7O2itfx9I> (recorded presentation)

Negative Blessings: How Covid-19 Can Benefit Research, September 1, 2020

[FC Connect: Fuel Cycle Digital Insights Summit](#)

## EDUCATION & TRAINING

Strategies that Build Winning Brands, Kellogg School of Management, Northwestern  
MBA, West Chester University

Certificate in Biomedical Writing, University of Pennsylvania

PhD Experimental Psychology, University of Vermont

MA General Experimental Psychology, West Chester University

BA Psychology, Summa Cum Laude, West Chester University

BA English, Writing Minor, Ithaca College