Natalie Byrd

Linkedin.com/in/nsbyrd | nsbyrd.github.io/nsbyrd

Dual-title doctoral training in behavioral science and social data analytics, and two years of market research/consumer insights experience. Expertise in measuring behavior over time, quantitative and qualitative research design, statistical modeling, and translating and visualizing data into actionable insights.

EDUCATION

The Pennsylvania State University | State College, PA

Doctor of Philosophy in Developmental Psychology and Social Data Analytics **August 2025 – May 2030**

Master of Science in Developmental Psychology **August 2025 – May 2027**

- NSF Graduate Research Fellowship (NSF-GRFP), NIH Translational Science Fellowship, Penn State University Graduate Fellowship, APA Anne Anastasi Award, Tri-Alpha, 4.0 GPA

St. John Fisher University | Rochester, NY

Bachelor of Science in Psychology (Honors, Summa Cum Laude) **2022 – 2025**

- Trustees Ranking Scholar Award (Valedictorian), Provost's Award for Best Paper, CRLA Tutor Certification, Founder/President of The Body Talk, Psi Chi, Alpha Mu Gamma, 4.0 GPA

WORK EXPERIENCE

The Pennsylvania State University | State College, PA

Doctoral Fellow **August 2025 – Present**

- Secure $200,000+ in competitive funding, including the NSF-GRFP (~15% of 15,000 applicants awarded), in a #5 nationally ranked program, by pitching research and impact to expert review panels.
- Direct 3 independent research initiatives, owning end-to-end conceptualization, methodology design, statistical analysis, and execution across multi-wave longitudinal datasets of 1,000+ participants.
- Manage digital communications and audience engagement strategy for an NIH-funded study, translating findings into branded content that keeps 561 participating families informed across four platforms.
- Evaluate program impact of an evidence-based loneliness intervention, overseeing pre/post survey infrastructure, participant feedback, and outcome analyses to evaluate program effectiveness.
- Publish 5 peer-reviewed journal articles and 16 national and international conference presentations, communicating complex findings to technical and non-technical multidisciplinary audiences.
- Supervise a four-person research team, directing workload allocation, project execution, and performance monitoring while mentoring junior researchers in independent project ownership.

Newell Brands (Sharpie, Graco, Rubbermaid, Calphalon, Yankee Candle) | Atlanta, GA - Hybrid

Consumer Insights (Marketing) Intern **May 2027 – August 2027**

- Incoming intern at an $8.5B global consumer products company, supporting quantitative and qualitative market research and brand performance analysis to inform marketing strategy across the brand portfolio.

Excellus BlueCross BlueShield | Rochester, NY - Hybrid

Research Insights/Market Research Intern **June 2024 – August 2025**

- Originated a high-impact research initiative on loneliness, informing a 2025 Health Plan strategic priority; led survey design and analysis that directly shaped member-facing resources and community partnerships.
- Designed and conducted four independent member market research studies on pharmacy experience, communication preferences, mobile app usage, and Gen-Z utilizing Qualtrics surveys & focus groups.
- Developed an interactive Power BI dashboard from scratch to visualize broker satisfaction data, including a Net Promoter Score (NPS), enhancing reporting efficiency and decision-making for stakeholders.
- Created a quarterly newsletter for feedback forum members (market research panel), translating advanced survey insights into non-technical, transparent, and engaging communications.

- Supported ongoing research on member, employer, broker, and provider satisfaction, ensuring data quality and crafting compelling data visualizations to drive storytelling and strategic decisions.

Human Resources Business Partner Intern **June 2023 – May 2024**

- As the youngest intern, led clinical turnover evaluation project, devising and presenting recommendations to be implemented leveraging HR data, industry research, and employee engagement Gallup surveys.
- Managed the survey collection, analysis, and benchmarking of PA calibration feedback data, utilizing data visualization techniques to present key insights and drive process improvement recommendations.
- Strategically used qualitative data from 90 interviews to develop succession plans for 24 organizational roles, presented to senior HR leadership as a retention and pipeline strategy.

Mt. Hope Family Center – University of Rochester | Rochester, NY

Research Intern **January 2024 – April 2025**

- Recruited hard-to-reach and low-income population participants for an NIH study using multi-channel outreach, maintaining longitudinal sample integrity and retention across multiple data collection waves.
- Administered psychological self-report measures and biological data from adults & children during visits.

RELEVANT COURSEWORK

- **Measurement (HDFS526)**: survey and questionnaire design, reliability and validity, factor analysis
- **Data Mining (BAN841)**: segmentation (*k*-means and hierarchical clustering), classification (decision trees, KNN, logistic regression), text mining, association rule mining

SKILLS

- **Statistical/Data Science:** Structural Equation Modeling (SEM), Confirmatory Factor Analysis (CFA), mediation and moderation, longitudinal data analysis, regression, ANOVA, data mining, text mining
- **Software:** R/RStudio, Qualtrics, Jamovi, SPSS, GraphPad Prism, Prolific, Lyssna, GitHub, Microsoft Power BI & Excel
- **Coding:** R (advanced – data analysis, visualization, HTML outputs, package development), HTML (beginner), Python (beginner)
- **Research:** Survey design, focus groups, segmentation, NPS and satisfaction tracking, data visualization, longitudinal data collection
- **Domain:** Psychology, health research, market research, health and wellbeing marketing, loneliness and social connection, behavior change over time