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# Objective

# Searching for a Field position to utilize extensive field experience and highly developed sociological interpersonal skills both qualitatively and quantitatively.

# Education

## Master of Science | May 2018 | Southern New Hampshire University

* Major: Software Engineering
* Related coursework: Object Oriented Application Development, Mobile Application Development, Software Design & Modeling, Principles of Database Design, Project Management.

## Bachelor of arts | may 2012 | university of vermont

* Major: Sociology
* Minor: Business Management
* Related coursework: Women & Gender in Society, Deviance & Social Control, Sociology of African Societies, Sociology of Education, Sociology Org of Death & Dying, Race Relations in the US, Employee Recruitment & Selection, Mgmt & Organizational Behavior, Financial Accounting, Managerial Accounting Political Environment of Business.

# Experience

## field audit specialist (ADVERTICKETS) | brite media | 2016, 2017, 2018.

* Brite Media Group (www.britemedia.com) is a leading specialized media company consisting of two media sales divisions that help advertisers build one-to-one relationships with millions of consumers nationwide during their daily lives in unexpected places.
* AdverTickets offers advertisers a contracted national media network of retail check cashing stores for the distribution of a variety of media formats such as cash jacket, money sleeves in urban locations around New York City.

## field operations – indoor maps | google via adecco | wInter 2017

* While contracting with Google through Adecco. I spent two weeks training with the Google Insights team at the Mountain View, CA headquarters for the Indoor Maps project. Indoor Maps is a project that provides viewable floor plans and indoor user location at commercial destinations such as airports, malls, and sports venues via Google Maps for mobile.
* With indoor Google Maps, visitors can spend less time searching for building directories and more time discovering new points of interest. Simply zoom in and out of a building and go floor to floor with indoor maps. As a part of the Field Operations team I surveyed building interiors and collected location data on-site at various venues using internal tools and advanced technical software to create digital maps, drop pins to improve the efficiency of Google Maps at an indoor level.
* Indoor Maps: <https://www.google.com/maps/about/partners/indoormaps/>

## field marketing manager | coca-cola | jan 2015-JAN 2016

* Increased sales over 70% leading Coca-Colas branding and marketing campaign creatively effective branding campaigns.
* Sold in incremental displays, and gained shelf space for Coca Colas leading beverage, increasing brand visibility providing feedback on competitor activities and best practices.
* Expanded and maintained shelf space, high traffic displays, products, and overall product throughout big box retailers.
* Exceeded sales goals by tracking consumer insights, reviewing sales metrics, and conducting live retail audits.

## qualitative field interviewer | aics | Summer 2015, 2016

* While contracting with The American Institute of Consumer Studies or AICS, a national leader in consumer research. I worked on the data collection team to contribute to interviewing over 25,000 consumers collectively for their yearly largest and most recognized study, the Survey of the American Consumer.
* Consumer research plays a critical role in the design, development, advertising and marketing of the products and services we buy, in the content of the newspapers and magazines we read, and in the programs, we watch on television and listen to on the radio. I was responsible for traveling to designated neighborhoods to gain consent to conduct door-to-door interviews. Conducted in-person interviews with consumers and ask specific questions about their readership of magazines and newspapers and record their answers in a booklet.
* Performed various administrative tasks, i.e. editing, invoicing and reporting. The results of the study are used by major corporations to make their products better reflect the needs and preferences of the American consumer.​​​

## ethnopgrapher | smart revenue | Summer 2014, 2015, 2016

* Contributed to various qualitative and qualitative data research projects which include: Quantitative Ethnography Tracking. A method used where I used a handheld iPaq to map out stores and to observe signage, end caps, shelf organization, exit interviews, in-aisle behavior counts, flow counting and shopper observation. I approached shoppers to complete an open and closed ended recorded survey using FieldScout after they have finished browsing or selecting a product for purchase
* . My role was to administer a survey immediately after they have made a purchase decision to garner the most accurate shopper data regarding shopper profiles, purchase decisions needs, category shopping dynamics and perceptions, impulse purchases and brand switching, barriers to purchase and demographics, shop ability, and trip types and mission triggers.

## ​

## Quantitative Feet on The Street Intercept Interviews N=300

## Client wanted to better understand shoppers’ brand awareness, perceptions, and brand preference for their memory card product line of memory cards. The goal was to approach shoppers to see if they own a tablet, phone or camera then ask them about memory card usage, purchase history and brand associations.

## ​Home Appliance Mystery Shops

## field INTERVIEWER (NSDUH) | westat | Summer 2014

* As a field interviewer, my role was to locate, obtain cooperation, screen, and interview adults and youth, in their homes. Throughout the CAPI interview, I also guided adult respondents on how to collect cheek cells (buccal cells) and urine samples using self-collection kits and coordinate appointments for blood samples to be taken by a trained phlebotomist. Once the interview was completed my duties also consisted of receiving and transmitting new data and securely mailing off confidential blood and urine samples.
* The National Study of Health-Related Behaviors (NSHB)Health-Related Behaviors (NSHB) looked at tobacco use and how it affected the health of people in the United States. As a field interviewer, my role was to locate, obtain cooperation, screen, and interview adults and youth, in their homes. Throughout the CAPI interview, I also guided adult respondents on how to collect cheek cells (buccal cells) and urine samples using self-collection kits and coordinate appointments for blood samples to be taken by a trained phlebotomist. Once the interview was completed my duties also consisted of receiving and transmitting new data and securely mailing off confidential blood and urine samples.
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## child observaation MPC Field Assessor| rti | summer 2015

* Contacted identified schools to set up classroom observation appointments.
* Built rapport with parents, teachers, and other staff throughout low-income schools.
* Conducted live classroom observations of classroom behavior, and teaching methods. Using COEMET/CLASS systems.
* Responsible for data entry, measuring and analyzing teacher performance, and conducting teacher surveys.

## gss field interviewer | norc: University of chicago | fall 2014

I was responsible for traveling to designated neighborhoods to gain consent to conduct door-to-door interviews. Conducted an in-person interview with a randomly selected participants and ask specific questions to gather data on contemporary American society in order to monitor and explain trends and constants in attitudes, behaviors, and attributes; to examine the structure and functioning of society in general as well as the role played by relevant subgroups; to compare the United States to other societies in order to place American society in comparative perspective and develop cross-national models of human society. Performed various administrative tasks, i.e. editing, invoicing and reporting. The results of the study are used by major corporations to make their products better reflect the needs and preferences of the American consumer.

* The GSS gathers data on contemporary American society in order to monitor and explain trends and constants in attitudes, behaviors, and attributes. GSS questions include such items as national spending priorities, marijuana use, crime and punishment, race relations, quality of life, and confidence in institutions. Since 1988, the GSS has also collected data on sexual behavior including number of sex partners, frequency of intercourse, extramarital relationships, and sex with prostitutes.
* Among the topics covered are civil liberties, crime and violence, intergroup tolerance, morality, national spending priorities, psychological well-being, social mobility, and stress and traumatic events.

## field climate organizer| avazz foundation | summer 2014

* Managed and trained a team of virtual & in-house recruiters, assisting in recruitment, training, on-boarding and staffing for an array of advanced technical to entry level STEM, and financial positions.
* Sourced top candidates through networking, university relations, and internet searches using Indeed, LinkedIn, and advanced Boolean techniques.
* Created a solid client base using advanced cold calling, sales techniques, and aggressive recruitment marketing campaigns.

## HUD qa field interviewer |icf international | sept 2013-jan 2015

* As a HUD contractor through ICF International, I was responsible for collecting the data necessary to identify and report on errors in assisted housing programs across the United States and Puerto Rico. Each project included in the study has been contacted and informed of their required participation in the study. purpose of the study was to determine the type and severity of errors in the determination of eligibility for subsidized housing and in the calculation of the amount of rent a tenant pays.
* I verified this information via forms mailed to third party sources, such as employers, childcare providers, and other sources of income or expenses. The data from individual households is aggregated and analyzed to report study findings to HUD.

## These findings are used to report to Congress and to assist HUD in making policy decisions. I used the information that was used to determine error was collected from two sources: The Department of Housing and Urban Development (HUD) is the agency responsible for administering Federal housing assistance programs. Included in these programs are Section 8, Section 202, Section 811, and Public Housing, which were the focus of the study my duty was to perform 9 major tasks, all of which involved data entry into specialized software on a laptop:

## 1.Contacted staff in projects selected for the study

## 2.Selected a random sample of households for each project in which HQ staff have not provided the selected sample.

## 3.Obtained information from the household files

## 4. Interviewed tenants in their homes

## 5. Keep accurate records (on paper and on the computer)

## 6. Maintained the confidentiality of sensitive data (on paper and on the computer)

## 7.Communicated progress on a weekly basis with FS via phone, and e-mail.

## 8.Transferred data to headquarters daily.

## 9.Sent required paperwork to headquarters at least weekly.

## admissions representative |virginia college| sept 2012- sept 2013

* Increased enrollment revenue by screening, interviewing and recruiting students for career-based programs.
* Identified prospective students by using lead generation techniques, cold calls (100+), and planning community events.
* Scheduled solid in person interviews with candidates to determine admission eligibility.