



MARIEL SOKOLOV

EDUCATION

**B.A. Washington University in
St. Louis**, May 2019, GPA 3.53

Major: Anthropology

Minors: Writing, Design

Research: Fast Fashion Industry &
Bangladeshi Women, Citation Bias
in Anthropology, Behavioral
Economics of Food Choice

CONTACT

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Relocating to Bay Area
Summer 2019

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AWARDS

1st Place Winner

College Writing Essay Contest

Soloist Award Winner

Essentially Ellington Festival

Community Service Award

SKILLS

Microsoft Suite- Advanced

SQL- Intermediate

Google Analytics- Beginner

Python- Beginner

Spanish- Intermediate

EXPERIENCE

2019

Marketing & Research Consultant

Pupil LLC / St. Louis, Missouri

- Conducted requirements-gathering interviews, designed user surveys, investigated user behavior, created personas for edtech market
- Analyzed qualitative and quantitative data into marketing and branding plan
- 1st place in Midterm Pitch Competition & 2nd place in Final Pitch Competition

2016, 2018

Marketing & Market Research Intern

Paraffin International / Phoenix, Arizona

- Analyzed quantitative and qualitative consumer data on the personal care and beauty industries to understand target audience and the marketplace, created a global database of potential retail buyers
- Developed an original preliminary marketing plan, presented to the CEO. Plan helped startup generate over \$2M in top-line revenue over two years
- Created a whitepaper on the health benefits of four essential oils
- Drove likes and following on social channels, incl. Facebook and Instagram

2017

Product Design & Market Research Intern

LIFEBINDER LLC / St. Louis, Missouri

The Skandalaris Program combined a leadership development program with a 10-week entrepreneurial internship at the St. Louis start-up LIFEbinder. The company won Washington University's Social Entrepreneurship & Innovation Competition incorporating my research data in their pitch and product design.

- Prototyped portable document storage system and supporting web platform designed to prepare adults with autism to live independently
- Led early research efforts to understand the disease and caregiver challenges

Researcher - Accountable Health Communities (AHCs)

ADW & Associates / Washington, DC

- Collected and analyzed data on thirty-two AHC model proposals and generated predictions demonstrating which aspects of these proposals would be the best indicators of future success. Research report presented to ADW client.

Ethnographic Researcher

Conscious Period. / Los Angeles, CA

- Interviewed female students about their views on menstruation and femininity
- Used findings to develop actionable marketing and product development plan
- Spread mission to create healthy period products and employ women

2016

Innovation Team

Barnes-Jewish Hospital / St. Louis, Missouri

- Designed an app for complex patients, based on observational research, personas and interviews
- Investigated balance between human care and machine-based solutions in hospital setting

2015

Content Creator

Washington University Office of Public Affairs / St. Louis, Missouri

- Interviewed alumni entrepreneurs, interviews in video & written format
- Researched & reported innovation resources & new technologies developed at WU
- Syndicated to other Washington University publications

LEADERSHIP & ACTIVITIES

Vice President - Lamda Alpha National Anthropology Honor Society

Volunteer Music Teacher - Beat Therapy

VP Public Relations - Engage 360 (Community Service Arm of Student Government)

Blogger - A Culture Bound Syndrome

Saxophonist - Washington University Jazz Band