

Mallory K. Roman

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Summary

Creative researcher and lab/people manager with 16 years of experience designing, managing, conducting, analyzing, and communicating about behavioral research and leading research teams

Skills and Expertise

General

- Research methods, literature reviews, IRB reviews, experimental design, advanced randomization and sampling techniques, primary and secondary research
- Microsoft Office Suite, Google Drive apps, MailChimp, Qualtrics, Photoshop, NGP VAN/VoteBuilder

Statistical

- ANOVA/ANCOVA, MANOVA/MANCOVA, regression, principal components analysis, canonical correlation analysis, correspondence analysis, discriminant analysis, factor analysis, structural equation modeling, path analysis, cluster analysis, meta-analysis
- Programs: SPSS, SAS, JMP, STATA
- Languages: Basic SQL, beginner R

Work Experience

Research Director

April 2023-March 2024

Galvanize Action/Galvanize USA

Responsible for running day to day operations of the research program at Galvanize USA (501(c)(3)) and Galvanize Action (501(c)(4)). Supervised senior research team members and managed project design, administration, analysis, and communication about results.

- Informed overall research strategy with organizational priorities and strategic plans
- Worked with senior research staff to develop 2024 research plan and projected budget
- Worked with vendors and consultants alongside senior staff to ensure project success for 5 RCTs, 3 qualitative projects, and 2 surveys, as well as dozens of message and ad tests
- Directly supervised and advised 2 senior research staff members in study planning, methodology, administration, analysis, and reporting
- Ensured organizational communication to disseminate findings
- Helped to problem solve data collection, data cleaning/coding, and analysis setbacks
- Helped to write messages to test, sense-make around research findings, and translate research findings to inform creative (ads, content meant for community members)

Director of Research

February 2022-March 2023

Associate Director of Research

August 2018-February 2022

Sister District Action Network

Helped build and oversee productive research program focused on primary research to evaluate tactics for political voter/volunteer outreach and fundraising methods with a secondary focus on descriptive research to investigate state legislative electoral trends.

- Designed, conducted, analyzed, reported on, and managed the entire research lifecycle for 40+ quantitative and qualitative studies in the form of experiments, pseudo-experiments, surveys, A/B testing, secondary research, and other mixed-methods research
- Originated and managed internal and external research communications, literature reviews, research plans, study data, experiment logs, inferential and descriptive analyses, and research reports
- Generated actionable campaign insights based on experimental interventions with voters

- Engaged in research storytelling that connects individual-level interventions to large-scale outcomes in an attempt to inform voter outreach strategies
- Organizational presence, created organizational value, and engaged in reputation-building.
- Amplified findings and provided thought leadership via invited talks, interviews, conference panels, blogs, social media content, and op-eds in national news media
- Presented findings to funders, donors, stakeholders, volunteers, and public audiences
- Led 5 innovative research projects honored with industry research awards for excellence
- Oversaw research activities responsible for approximately \$650,000 in organizational grant funding from 13 grants over 4.5 years
- Worked internally with staff members of the PAC to incorporate evidence-based practices from internal research into organizing recommendations
- Participated in donor meetings, grant applications, and grant reporting
- Managed all research collaborations, interns, contract employees, 55+ volunteer research assistants, and a volunteer data team of 300+

Campaign Manager February 2018-November 2018

Laci LeBlanc for Catawba County Commissioner

- Created and enforced campaign plan based on research-evidenced best practices
- Attended two campaign manager trainings with the North Carolina Democratic Party and Lead NC

Summer Instructor May 2016-July 2018

Duke University, Dept of Psychology and Neuroscience

- Developed and taught undergraduates introductory and consumer psychology courses

Graduate Student Researcher August 2013-May 2018

Duke University, Shah Goals and Motivation Lab

- Designed, created, conducted, analyzed, and reported the results of 37 research studies

Project Manager August 2016-December 2016

Duke Interdisciplinary Social Innovators (DISI)

- Supervised a multidisciplinary team of 7 graduate students in pro-bono consulting for Keep Durham Beautiful, an environmental non-profit group, to reduce littering in the city of Durham
- Delivered actionable insights from observational research and persuasion literature

Project Innovator August 2014-December 2014

Duke Interdisciplinary Social Innovators (DISI)

- Worked with a team of 8 graduate students in pro-bono consulting for Dress for Success, a non-profit that provides low-income women with professional clothing and career coaching, to increase social media engagement and promote the annual fundraising sale.
- Won 'Project Innovator of the Semester' out of more than 150 project innovators

Research Specialist/Lab Manager September 2011-August 2013

MIT Sloan School of Management, Marketing Department

- Helped a new professor start lab and managed lab activities.
- Managed all lab activities and research assistants for over 50 individual studies and 8 simultaneous lines of consumer psychology research from the theory stage through the analysis stage

Education

Ph.D., Social Psychology, May 2018

M.S., Social Psychology, May 2016

B.S., Psychology and B.S.F.C.S., Fashion Merchandising, May 2011

Publications

- Wang, I. M., Roman, M. K., Goldstein, G., & Ackerman, J. M. (2024). Crowding at the ballot box: Germ aversion and voting methods in the 2020 US general election. *Political Psychology*.
- Roman, M. & Medvedev, K. (2011). The importance of peer approval in the sartorial purchasing patterns of University of Georgia students. *College Student Journal*, 45(1), 164-176.

Selected Presentations

- Roman, M.K. & Shah, J.Y. (2015, October). Mechanisms of Self-Control: Sensitivity to Means Relates to High Self-Control. In M.K. Roman (Chair), *Self-Control and Individual Differences*. Symposium conducted at the Annual Meeting of the Southeastern Society of Social Psychologists, Winston-Salem, NC.
- Roman, M.K., Shah, J.Y., & Park, S.H. (2014, October). Versatility Breeds Conflict: Consequences of Multifinality. In A.E. Light (Chair), *Where, when, and what goals we pursue: How the context of goal pursuit affects self-regulation*. Symposium conducted at the Annual Meeting of the Southeastern Society of Social Psychologists, Athens, GA.

Posters

- Roman, M. K., Light, A.E. & Shah, J.Y. (2018, March). *When Prevention Promotes Accessibility: Chronic Regulatory Focus May Predict Cognitive Accessibility for Instrumental Others*. Poster presented at the Annual Meeting of the Society of Personality and Social Psychologists, Atlanta, GA.
- Roman, M. K. & Shah, J.Y. (2016, January). *Mechanisms of Self-Control: Sensitivity to Means Relates to High Self-Control*. Poster presented at the Annual Meeting of the Society of Personality and Social Psychologists, San Diego, CA.
- Roman, M.K. & Shah, J.Y. (2015, February). *Dressed to Distraction: Goal conflict from the multifinality of everyday attire*. Poster presented at the Annual Meeting of the Society of Personality and Social Psychologists, Long Beach, CA.