

SUSAN LOUIS

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SELECTED SKILLS INCLUDE

Formative Research – Audience Segmentation – Channel Analysis/Behavioral Theory Application
Qualitative and Quantitative Research Experience Includes Ethnographic Studies
Interpretive/Behavioral Skills – Firm Grasp of Key Conceptual Models of Causation and Prevention

EXPERIENCE

Violence Prevention Program, Intern Atlanta, GA 2009 - 2010
Program is foundation run and incorporates community involvement to address concerns of violence prevention.

- Research, design, implement and evaluate school violence interventions in Spanish and English, resulting in organization securing additional funding.
- Quantitatively and qualitatively create, review and revise materials distributed to 10,000 community members.
- Identify violence prevention strategies and behavior change tools useful for working in multicultural groups and match appropriate tools to clients.
- Collaborated and used communication and behavioral theory knowledge to partner with multi-faceted team, which resulted in winning low-income community's buy-in for prevention program.
- Led team via using social media techniques and by facilitating community and online media participation in initiative, winning extended support from two local schools and securing 15 extra volunteers.

Athens Department of Public Health, Intern Athens, GA 2008 - 2009

- Created new instrument and adapted existing materials to survey reliably and validly measure knowledge, attitudes and behaviors that influence likelihood of teen sexuality.
- Displayed knowledge of school structure and effective persuasive skills by securing survey authorization and identifying five new organizations to support Department's efforts.
- Developed protocols and procedures to conduct focus groups, which impact
- Analyzed organizations to determine if they fit Department's mission and wrote marketing materials to successfully accomplish agency's goals.

University of Georgia, Resident Advisor Athens, GA 2006 - 2008

- Organized, advised and managed residents as leader of 56 first-year students. Hall won annual community service award.
- Resolved conflicts, imposed discipline and created community standards resulting in improved resident grades.
- Headed initiative to partner with several residence halls to raise money for breast cancer research, resulting in raising over \$25,000, and winning University small group record for fundraising efforts.
- Demonstrated leadership, initiative and motivational skills by instituting exercise and healthy lifestyle programs, resulting in lower body-mass indexes and physically fit residents.

EDUCATION

Emory University, Rollins School of Public Health Atlanta, GA
Master of Public Health, Behavioral Sciences and Health Education May 2010
Thesis: Violence in Schools: Preventable Genocide; CHES Eligible: October 2011

University of Georgia Athens, GA
Bachelor of Arts, Psychology May 2008
Highest Honors

Highlights of Qualifications

Program Planning, Implementation, Evaluation

- Experienced at using behavioral theory to assess community needs and develop targeted health interventions
- Coordinated successful launch of new School Violence Prevention program

Health Promotion, Social Marketing, Outreach

- Strong public speaker with well-developed listening and writing abilities; Fluent in Spanish
- Created consumer-oriented public health intervention efforts in variety of multicultural settings

Survey Design and Research

- Used sampling techniques, knowledge of questionnaire design and descriptive data analysis to write survey, which returned 50% greater than expected return rate
- Skilled at implementing concepts and theories related to principles of community organization and planned change
- Skilled in using: Epi Info, Healthy Communities 2010: Model Standards and PATCH