

**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