




Shelby Johnson

CONTACT

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-  [LinkedIn Profile](#)

EDUCATION

- BA Anthropolgy
Lawrence University
2014-2018
- Anthropology & Mandarin
East China Normal
University
2016

SKILLS

- Project Management
- Research Design
- Strategic
Recommendations
- Media Analysis
- Data Analysis &
Management
- Data Visualisation
- Microsoft Office Suite

PROFILE

Shelby graduated from Lawrence University in Appleton, Wisconsin with a B.A. in Anthropology and a concentration in East Asian studies. An experienced researcher, Shelby conducted Historical and Anthropological research in the U.S., Italy and China. After graduation, Shelby moved to St. Louis, Missouri to begin her career in research. She started at FleishmanHillard's headquarters office in August 2018, where she learned to conduct business research in a professional setting. As a member of TRUE Global Intelligence, FleishmanHillard's in-house research firm, Shelby acts as lead analyst on multi-phase research projects for clients as well as agency thought leadership. In these roles, she collaborates with colleagues to execute qualitative and quantitative primary research, author key findings and present strategic recommendations to clients. In addition to client work and thought leadership, Shelby provides research support for the agency's DE&I efforts.

PROFESSIONAL EXPERIENCE

Research Analyst

TRUE Global Intelligence | May 2021 to Current

Leads qualitative and quantitative media-genic and primary research

- Manages quarterly traditional media performance reporting for Fortune 20 financial institution
- Assists in designing and scoping multi-phase qualitative and quantitative primary research projects
- Writes surveys, in-depth interview guides and focus group guides
- Moderates focus groups and conducts in-depth interviews
- Manages daily communications with multiple clients
- Manages communications with recruitment vendors
- Authors key findings and strategic recommendations
- Presents research findings and provides strategic guidance to clients and account teams

Associate Research Analyst

TRUE Global Intelligence | November 2019 to May 2021

- Designed and wrote client reports in PowerPoint for surveys, in-depth interviews and focus groups
- Conducted in-depth interviews and moderated online discussion boards
- Managed large data set for Fortune 20 financial institution in Excel
- Managed team responsible for writing daily, curated news summaries for executives for Fortune 15 telecommunications company

Graduate Development Professional

TRUE Global Intelligence | July 2019 to November 2019

- Programed surveys in Decipher and monitored surveys in the field
- Analyzed quantitative and qualitative survey data, including subgroup analysis
- Designed and populated toplines for quantitative and qualitative research
- Developed daily, curated news summaries for executives for Fortune 15 telecommunications company

Research and Analysis Intern

TRUE Global Intelligence | August 2018 to July 2019

- Conducted desk research for traditional and social media landscape analyses and competitive audits
- Took notes for and transcribed in-depth interviews and focus groups
- Proofed and stat checked client reports