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KRC Research | Research Intern

To the members of KRC Research—

Being interested in multiple areas and fields, I am constantly sharpening my skills to become a great benefit to any company in the future no matter the industry. However, organizations that are leaders in market research, specifically KRC Research, have caught my eye because the combination of research methods, strategic outcomes, and analytical tools align perfectly with where I want to move next professionally. Thus, being a Research Intern for such an outstanding company seems quite fitting, especially with my past experience in multiple industries, such as political technology, academia, social science research, and even editorial.

My organizational and research aptitude is highlighted through prior internships outlined in my resumé, most notably my time spent at The Hub Project and UCF School of Politics, Security, and International Affairs. However, providing more context for these roles better illustrates the impact I can have at KRC Research. Operating in small teams, I was given a large amount of autonomy over all sorts of projects, ranging from semester-long, public-facing factsheet endeavors to simply covering for a coworker by taking their role of notetaking in a meeting. Everything I did was intentional. Some of my work had to be directly judged by high-ranking staff members for approval and some of it was directly published on multiple websites for the public eye to decide if what I wrote was accurately displayed. Not only does this showcase my high attention to detail for the end result, but it especially highlights my ability to work and solve problems on my own, independent basis. These skills are also shown when I worked as a Research Fellow at UW Tacoma. There, I received firsthand experience with programming and writing code with a purpose. Operating at the intersection of Computer Science, Math, and Geography, I was shipping out code that analyzed the large sets of U.S. Census data we were working with, along with learning new languages and frameworks in order to fill in the gaps found within our research.

I have demonstrated my interest in data visualization and analytical work more broadly through my past work experience interning at the Council on Foreign Relations and Swing Left, utilizing my growing expertise in research and applying it in a different context. During my time at the CFR, I worked as one of two Interns within the entire Editorial team, taking great autonomy over my work and being trusted with high-level responsibilities that had an impact on everything the organization put out. Even with these responsibilities, however, I took over more work with the User Experience and Data Visualization team, designing maps, putting together charts, and creating images within quick turnaround times that complimented the stories CFR found extremely important. Manipulating data and illustrating it visually for readers to see gave me a new appreciation for unconventional storytelling and informs how I approach writing to this day, which I will for sure bring to the table as a Research Intern. At Swing Left, I led multiple projects that dealt with writing FAQ documents for the entire company, using machine learning for cross-team projects, and even overhauling our entire database infrastructure to improve the experience for the Product and Tech teams.

Even with my outlined experience, that does shadow my love for KRC Research and its mission. I want to be working alongside market professionals that come from a multitude of places like myself, whether that be political campaigns, consumer marketing, or academia. Bringing my perspectives on public policy, interdisciplinary research, and data-driven decision-making will not only better the team that I am on, but will encourage me to learn how to

put my skills to great use in the context of robust market research. Doing work for companies such as Hasbro, Pfizer, and even Verizon will fulfill my desire to continue having a substantial impact in places where I spend my time professionally. There is no greater feeling than developing a project for a stakeholder and having the ability to show off the deliverable you made with a team of dedicated workers. I know at KRC Research I will be doing that often and learning along the way. Wholeheartedly.

Thank you for your consideration and I look forward to growing with you all.

Avery Reyna