

SPENCER L GRAHAM

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EDUCATION

WASHINGTON UNIVERSITY

COLLEGE OF ARTS AND SCIENCES

Bachelor of Arts, May 2009, Majors in Economics and Psychology

- Other relevant coursework: Principles of Marketing, Integrated Marketing Communications
- Overall GPA: 3.46/4.0 Dean's List, 4 semesters

St. Louis, MO
8/2005-5/2009

UNIVERSITY OF QUEENSLAND

- Study Abroad Program in Psychology
- Designed and implemented experiment in behavioral economics to understand the effect of a "mating opportunity" on males' rate of temporal discounting

Brisbane, Australia
7/2007-11/2007

EXPERIENCE

HUGHES

Behavioral Strategist

- Planned campaign strategy for brands such as St. Vincent Healthcare and The Belle Center
- Researched articles, studies and data to report on topics ranging from home energy use to social media optimization
- Created and curated an online resource for consumer behavior and principles of behavioral economics
- Programmed MS Excel dashboards to track and analyze online campaign performance

St. Louis, MO
1/2010-6/2010

PARTNERS AND NAPIER

BrandCamp at Partners + Napier is an incubator for future advertising talent.

Account Planning Intern at BrandCamp

Branding

- Brand strategy and positioning for Paul Masson brandy, Black Velvet whiskey, Napier and Napier law firm, and BrandCamp
- Executed social media and competitor audits for Paul Masson, Black Velvet, and UPS Capital

Creative Strategy

- Wrote creative brief and guided creative execution for Napier and Napier website
- Lead strategy and creative for internal agency survey call to action campaign

Research

- Designed, executed, and analyzed preliminary research for Bausch and Lomb contact lens messaging
- Developed a path to purchase model for Kodak consumer electronics by analyzing website visitor data
- Informed agency personnel on trends with daily technology, media, and popular culture brief

Rochester, NY
9/2009-11/2009

WASHINGTON UNIVERSITY, DEPARTMENT OF PSYCHOLOGY

Experimenter – Choice and Decision Making Lab

- Designed own unique experiment examining the psychological basis for the endowment effect, the behavioral economic phenomenon that people value objects more when they own them
- Collected data by leading participants through experiment tasks
- Analyzed resulting data using statistics software package (SPSS)
- Wrote scientific article discussing findings, including literature review and data analysis

St. Louis, MO
8/2008-5/2009

Research Assistant – Learning and Behavior Lab, Choice and Decision Making Lab

- Planned and discussed future discounting experiments during weekly lab meetings
- Collected behavioral data from human and animal subjects
- Organized and entered data for statistical analysis

1/2008-8/2008

COGNO PRODUCTS, DOUBLESTAR, LLC.

Cogno Products conceives and designs educational games for kids ages 7-13.

Marketing Intern

- Developed viral marketing campaign with character puzzler integration and video concepts
- Researched social media plan for viral marketing campaign
- Increased brand awareness among teachers and students by creating weekly science and wordplay puzzlers
- Proposed and researched new target audiences for game sales

St. Louis, MO
6/2008-10/2008

OTHER INFORMATION

- Computer Skills: MS Word, PowerPoint, Excel, Outlook, Adobe Photoshop, SPSS
- Interests: Behavioral Economics and Consumer Behavior, Sports, Technology and Computers, Travel