

# ANNETTE ESQUIBEL

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## INTERNATIONAL RESEARCHER & CONSULTANT

Stanford-trained ethnographer with 7+ years' experience conducting human-centered research. As a dynamic & strategic thinker, I have a strong record of international cross-sector program & partnership success.

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### KEY SKILLS

**Qualitative Research Methods:** ethnography, semi-structured interviews, focus groups, participatory research

**Data Analysis:** coding complex datasets, running queries, personas, data mapping, survey analysis

**Behavioral Research:** expertise studying group behavior, needs, desires, identity, cultural norms, & social structures

**Communications:** teaching, public lectures, conference papers & presentations, community advocacy

**Project Management:** strategic planning, process improvement, monitoring, evaluation, stakeholder investment

### EXPERIENCE

#### The Brightly Co.

Santa Clara, CA

*User Experience Researcher*

3/2018-Present

- Optimize product detail page & increase purchase conversions by 23% as sole researcher at E-Commerce start-up

#### Sustainable Travel International:

Basseterre, St. Kitts

*Manager of Sustainable Tourism Development*

6/2016 – 12/2017

- Applied mixed methodology to determine stakeholder priorities & create a sustainable tourism development plan
- Designed, administered & analyzed inaugural national resident survey resulting in development priorities & policy guidelines adopted by the Ministry of Tourism
- Communicated results to government, stakeholders, & public through reports, articles, blogs & oral presentations
- Developed inaugural Climate Smart Sustainable Tourism Forum: hosting 150 Caribbean stakeholders, securing over \$60,000 in funding and bringing together 20 international expert presenters
- Awarded Program of Excellence in Caribbean Sustainable Tourism

#### Atkins Engineering Associates

Roswell, NM

*Environmental Project Manager*

1/2016 - 12/2016

- Conducted 6-month qualitative evaluation of stakeholder priorities for development of new recreation trail & communicated applicable benefits at regional development meeting through concise infographic presentation

#### Stanford University & Rainforest Expeditions

Tambopata, Peru

*Social Science Research Associate*

9/2014 - 6/2015

- Sole research associate for partnership between Stanford & Rainforest Expeditions to evaluate tourist satisfaction with ecolodge & optimize socio-ecologically sustainable future for indigenous partners in Peru
- Conducted mixed method analysis of trails, human presence, faunal sightings & cross-cultural satisfaction
- Conducted industry viability study comparing potential ecotourism & traditional destructive tourism
- Presented at "Intersections of Development in Latin America" Symposium to 40+ interdisciplinary scholars

#### Teach for America

Chicago, IL

*Manager Teacher Development: Coached 15 trainees during 3-month intensive institute*

2/2013 - 8/2013

- Generated data-driven decisions to achieve proficiency in 100% of teachers & 91% of students
- Used observation & interviews to develop goal-oriented team all trainees reported as "integral in [their] success"

*Secondary Science Teacher, Arkansas*

8/2011 - 5/2013

- Awarded Teacher of Excellence; Selected from 40,000+ applicants to teach in an under-performing school
- Specialized in monitoring & evaluation, designed novel indicator system to quantify student mastery
- Designed & launched 6 science curriculums resulting in 80% increase in student mastery of standards

### EDUCATION

**User Interface Research & Design Certificate**, University of Minnesota

01/2018

**MA, Stanford University**, (Summa Cum Laude) Environmental Anthropology

12/2015

**BA, University of Notre Dame**, (Double Major, Cum Laude) Anthropology, Environmental Science

05/2011