

COLE RAO

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EDUCATION

- FLORIDA STATE UNIVERSITY, *Tallahassee, FL* December 2022
Ph.D. IN COMMUNICATION
- ST. JOHN'S UNIVERSITY, *Queens, NY* April 2019
M.S. IN INTERNATIONAL COMMUNICATION
- PURDUE UNIVERSITY, *West Lafayette, IN* December 2016
B.A. IN PUBLIC RELATIONS AND STRATEGIC COMMUNICATION

EXPERIENCE

- FLORIDA STATE UNIVERSITY, *Tallahassee, FL* AUGUST 2020 – DECEMBER 2022
LEAD INSTRUCTOR
 - Designed and led multiple online and in person undergraduate classes with over one hundred students.
 - Directed multiple teaching assistants in the management of large undergraduate courses with over one hundred students.
 - Attained positive teaching evaluations from students well beyond required levels.
- FLORIDA STATE UNIVERSITY, *Tallahassee, FL* AUGUST 2019 – DECEMBER 2022
RESEARCH ASSISTANT
 - Assisted with research projects by creating surveys, running participants in experiments, and conducting secondary research.
 - Operated a media psychophysiology lab which collected data regarding health public service announcements and successfully met data collection goals.
- FLORIDA STATE UNIVERSITY, *Tallahassee, FL* AUGUST 2019 – AUGUST 2020
TEACHING ASSISTANT
 - Assisted in the design and implementation of multiple undergraduate courses and earned positive teaching evaluations.
 - Managed time sensitive student communications for large undergraduate courses within deadlines successfully.
- 24 HOUR FITNESS, *Queens, NY* AUGUST 2017 – AUGUST 2018
SALES ADVISOR
 - Responsible for entire new member acquisition process, from lead generation to closing and met monthly sales quotas.
 - Generated new business internally through referrals, promotions, and guest passes.
- 24 HOUR FITNESS, *Hayward, CA* APRIL 2017 – AUGUST 2017
SERVICE REPRESENTATIVE
 - Responsible for membership management. Responsibilities included upselling memberships, communicating with members about account issues, and database management.
- SAN FRANCISCO GIANTS, *San Francisco, CA* MARCH 2017 – AUGUST 2017
GOTHAM REPRESENTATIVE
 - Assisted with new member acquisition and member retention through successful interpersonal member communication.
 - Generated new member leads through current member referrals and aided team members in daily operations.
- WATTERSON COMMUNICATIONS, *Sydney, AUS* MAY 2015 – AUGUST 2015
CONSULTANT INTERN
 - Assisted consultants in their daily administrative and professional tasks. Helped develop and maintain public relations programs.
 - Developed materials and content intended for distribution, including press releases, articles, and promotional material.

SKILLS

Proficient in survey design through Qualtrics
Skilled in information synthesis

Qualitative Data Analysis
Proficient in NVivo

Experienced in research design
Primary research