

EMILY KILLAM, M.S.

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WORK EXPERIENCE

Infillion (Previously TrueX, Gimbal)

Senior Manager of Research Operations (promoted from Research Associate in 2025)

Fort Lauderdale, FL

2022 – Present

- Lead end-to-end first-party measurement, from survey design and distribution through analysis, reporting, and final client presentations—covering 200+ brand-lift campaigns and custom studies for global brands spending \$100K to \$4M annually (Amazon, U.S. Navy, American Express, etc).
- Scaled reporting capacity by 200%, independently managing ad hoc analyses and audience insights reporting previously handled by a three-person team—expanding output from 200 reports in 2022 to 600 in 2024.
- Synthesize 1P and 3P research into strategic client decks, empowering Sales pitches that have contributed to \$200M in revenue opportunities.
- Direct on-site stadium research, conducting pre- and post-event intercept studies for clients such as Pluto TV.
- Designed and launched a centralized Asana request system, consolidating 1,200+ annual requests, cutting turnaround time by ~50%, and enhancing cross-functional collaboration.
- Serve on the Employee Advisory Council leadership team, hosting “Meet the Leaders” company talks and spearheading employee engagement initiatives.

Research Bookmark

Content Contributor

Los Angeles, CA

2023 - 2024

- Published monthly newsletters and interviews with researchers for 15,000+ subscribers – see sample [here](#).

PlayYourCourt

UX Research Consultant

Los Angeles, CA

2022

- Led qualitative research conducting 20 in-depth user interviews to uncover pain points and opportunities.
- Presented findings to the CEO and leadership team, shaping website improvements and influencing new feature development.

Like Family

UX Research Intern

Sydney, AU

2022

- Launched a mixed-method always-on research program to boost user engagement and surface product insights.
- Created user journey maps, personas, user-centric stories, and app wireframes to inform design decisions.
- Analyzed 100+ user survey responses and recorded web sessions to identify usability improvements.
- Led stakeholder reviews covering marketplace research, competitive analysis, and product recommendations.

Boardriders (ROXY, RVCA)

Market Research Consultant

Los Angeles, CA

2022

- Led a mixed-methods research study, conducting 30 in-depth consumer interviews and a 70-question national survey with 2,000+ respondents across all 50 states to uncover attitudes and validate key findings.
- Presented three research reports to global company leadership, directly informing product development and marketing strategy.

Intercare Therapy

Executive Assistant

Los Angeles, CA

2019 – 2022

- Drove ongoing research initiatives, surveying 1,000+ employees and clients monthly across 12 offices to inform organizational strategy.
- Advised and supported the executive leadership team through agenda development, logistics, and presentation design for meetings and offsites.
- Cut annual conference costs by 50% (100+ attendees) through strategic vendor and travel management.
- Led business development efforts with 100+ physicians, generating new client revenue and strengthening partnerships.
- Co-led the DEI Council, facilitating monthly workshops that increased employee satisfaction to 93%.
- Presented employee experience insights to leadership, helping drive a 98% employee satisfaction rate.

ADDITIONAL WORK EXPERIENCE

Wolk & Levine, LLP
Executive Project Manager

Glendale, CA
2018 – 2019

Soothe
Executive Assistant & Estate Manager

Los Angeles, CA
2017

Normal VR
Executive Assistant

San Francisco, CA
2016 - 2017

Bruce Graham Ventures
Executive Assistant & Grant Writer

San Francisco, CA
2016 - 2017

EDUCATION

University of Southern California
MS in Applied Psychology

Los Angeles, CA
2022

Coursework: Advanced Quantitative Methods, Consumer Psychology, Organizational Psychology

University of California, Santa Cruz
BA in Psychology, Minor in Sustainable Studies
Qualitative Research Assistant, Office of Dr. Maureen Callanan

Santa Cruz, CA
2016

ADDITIONAL INFORMATION

Software: Comscore | Qualtrics | Phonic | Survey Monkey | Alchemer | Confluence | JIRA | Asana | HotJar | Miro | Tableau | Jamovi | SPSS | Smartsheet | Canva

Skills: Quantitative & Qualitative Data Analysis | Market Research | User Experience (UX) Research | Executive Support | Agile Principles | Scrum | Survey Design | Marketing Outreach | Consumer Engagement | Business Strategy | Usability Tests | Focus Groups | In-Depth Interviews