

# Marshall McCready

MarshallMcCready.com • marshallmccready@gmail.com

## EDUCATION

---

**University of North Texas** Denton, TX  
*Master of Science in Sociology* Fall 2020

- Thesis: *Putting the Panic Back in Moral Panic Theory: A Case for Disproportionality*

**University of Texas at Dallas** Richardson, TX  
*Bachelor of Science in Marketing* Spring 2018

## CORPORATE EXPERIENCE

---

**WEVO** Boston, MA (Remote)  
*User Experience Researcher & Survey Operations Specialist* May 2021 – Aug 2023

- Designed and constructed market research surveys for large corporate clients
- Formulated audience sampling strategies based on research goals and profitability
- Fielded projects through panel APIs and direct panel communications
- Collected, cleaned, curated, and analyzed quantitative and qualitative survey data
- Wrote customized key research findings with product feedback for corporate clients
- Collaborated with other departments and external agencies to manage projects

## RESEARCH EXPERIENCE

---

**Skeptic Research Center**  
*Research Assistant & Social Media Coordinator* 2019 – Present

- Helps design and build surveys about Americans' social and political attitudes
- Performs literature reviews about topics and measures for research projects
- Manages official social media account
- Contributed to four large scale studies in the last four years

## TECHNICAL SKILLS

---

Qualtrics, ATLAS.ti, IBM SPSS, STATA, InVision, Figma

## POPULAR SCIENCE

---

McCready, M., Saide, A. R., & McCaffree, K. J. (2020). Unpacking political life in America. *Skeptic Magazine*, 25(4).

## TEACHING EXPERIENCE

---

**University of North Texas, Teaching Fellow/Instructor** Fall 2020 – Spring 2021

- Independently instructed a junior level sociological theory course

**University of North Texas, Teaching Assistant** Fall 2018 – Spring 2020

- Graded, led study sessions, and managed student communications for 11 courses