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AMANDA WAHLSTEDT

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EXPERIENCE

Research Assistant— *Community College Research Center*

SEPTEMBER 2025-PRESENT, New York, NY

- Developed a timeline and task management dashboard for Phase II of the Louisiana Corequisite RCT and compiled schedules for 225 courses taught by 133 instructors across 26 community colleges.
- Coordinated with college liaisons, administrators, and faculty to plan site visits, consolidating 17 college schedules into three clusters with balanced coverage of English and math corequisite courses.
- Coded and analyzed faculty interview and student focus group transcripts to support qualitative research on corequisite policy implementation.

Senior Advisor — *Kentucky Student Voice Team*

JUNE 2024-PRESENT, Lexington, KY.

- Advised on education policy strategies to support student voice in decision-making.
- Provided individual college counseling and application essays guidance to seven students.

Digital Marketing Manager— *The Morét Group*

NOVEMBER 2021-JANUARY 2024, New York, NY

- Improved page load speeds by 186% by leading the website redesign project and optimized customer journeys to boost Q4 conversion rates by 35%.
- Implemented analytics dashboards to continuously monitor and improve search ROAS by 63% and email ROAS by 42% while driving brand awareness through lower search CPM.
- Modernized seasonal catalog selection process by leveraging insights lifting average order values by 11% year-over-year and 46% during 2022 Black-Friday-Cyber-Monday sales.

Advertising and Digital Marketing Intern — *MIT Press*

APRIL 2019-JUNE 2020, Cambridge, MA.

- Developed the social media advertising calendar with a new strategy for monthly planning—which is still in use today—and placed over 200 paid advertisements.
- Informed best practices for the marketing department by analyzing social media metrics.
- Created training documents to articulate social media procedures for incoming employees.

EDUCATION

M.A. Candidate in Economics and Education— *Teachers College, Columbia University*

B.A. in Education Studies — *Wellesley College*

Technology & Innovation Certification — *MIT Bootcamps*