

ANGIE LISBETH CRUZ



+1(909) 844-3701



angie.lisbeth.cruz@gmail.com

PROFESSIONAL SUMMARY

Consumer Insights & Research professional with 7+ years of experience in translating complex data into actionable strategies that drive program, product, and policy decisions. Proven track record in quantitative & qualitative research, mixed-methods evaluation, and stakeholder engagement. Adept at uncovering behavioral drivers, identifying growth opportunities, and telling compelling, data-backed stories to inform decision-making. Skilled in managing multi-million dollar projects and securing funding to support strategic initiatives.

CORE COMPETENCIES

- Cross-Cultural & Multilingual Consumer & Market Research (Qualitative & Quantitative)
- Data Analysis & Visualization (R, Python, SQL, Tableau, SAS, SPSS, Stata, NVivo)
- Program Evaluation & Impact Measurement via Strategic Survey Design, Usability Testing, Focus Groups, In-Depth Interviews
- Insights Storytelling & Stakeholder Presentations
- Grant Writing & Strategic Funding Acquisition

WORK EXPERIENCE

RESEARCH & EVALUATION COORDINATOR

Gwinnett County Public Schools, Suwannee, GA | 2023-2025

- Designed and executed mixed-methods evaluations to improve educational equity, including Dual Language Immersion Evaluation and Student Chronic Absenteeism initiatives.
- Analyzed large-scale district data to identify drivers of student engagement and academic outcomes; translated findings into actionable recommendations for district leadership.
- Secured \$25M+ in competitive grant funding by crafting data-driven proposals aligned with strategic priorities.

ADJUNCT PROFESSOR

Dominican University School of Social Work, Chicago, IL | 2022-2023

- Designed and taught graduate courses in Social Work Research Methods and Race & Ethnicity in U.S. Social Policy
- Mentored students on thesis projects, focusing on equity-centered research.

CO-FOUNDER & BOARD MEMBER

Clubs de Niños y Niñas de Centroamérica (CNNCA) | 2020-Present

- Co-founded and scaled youth development organization supporting 50+ centers and 1,000+ youth.
- Led needs assessments and program evaluations to optimize service delivery in mental health, self-care, and sexual violence prevention.
- Delivered training at international conferences to stakeholders across Latin America.

RESEARCH ASSISTANT & TEACHING ASSISTANT

Emory University Rollins School of Public Health, Atlanta, GA | 2019-2023

- Conducted quantitative analyses for child welfare reports to inform local and state-level interventions.
- Presented findings to cross-sector stakeholders to inform public health programming.
- Led in-depth interviews of mental health providers to inform and develop post-pandemic interventions for support.

GRADUATE RESEARCH ASSISTANT

Johns Hopkins University, Baltimore, MD | 2018-2019

- Led studies on racial bias in legislation and sexual violence prevention in youth-serving organizations.
- Designed virtual intervention modules to prevent teen pregnancy, measuring impact through controlled evaluations.
- Executed qualitative analyses on state policies focused on racial bias and law enforcement.

ASSISTANT RESIDENT DIRECTOR OF RESIDENTIAL LIFE

University of California, Los Angeles, CA | 2017-2018

- Managed budgets, crisis response, and data-driven program development for student housing serving 1,500+ residents.
- Developed and executed qualitative study to inform student mental health policies for the institution.

EDUCATION

Johns Hopkins Bloomberg School of Public Health, M.H.S., Mental Health, Health Disparities Certificate | 2019

University of Southern California, B.A., Biological Sciences, Minor in Spanish | 2017

PUBLICATIONS & AWARDS

Social (In)Justice and Mental Health - Contributing Author (American Psychiatric Association Publishing, 2020)

Public service providers' perspectives on and responses to the health and social consequences of gentrification in Atlanta, Georgia - Co-author (Journal of social service research, 2023)

Kharen Fulton Diversity Graduate Award | Laney Graduate School Centennial Scholar | UCLA Advisor of the Month