

Viacheslav Deniskin

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EDUCATION

University of Kansas <i>Ph.D. Marketing Candidate, Consumer Behavior Track</i>	August 2021 – Expected May 2026
The University of Texas at Dallas <i>M.S. Marketing</i> , Dean's Academic Excellence Scholarship	May 2021 3.83/4.0 GPA
University of Warwick: Warwick Business School <i>B.S. Accounting & Finance (with Honours)</i>	July 2019 Second Class: Upper Division: 3.5/4.0 GPA

WORK EXPERIENCE

University of Kansas, Lawrence, KS <i>Graduate Research Assistant</i>	November 2021 – Present
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- Designed & analyzed 20+ experiments (N = 100-800 per study) in Qualtrics and R to quantify how messaging and brand positioning shape user attitudes, choice, and purchase behaviors.
- Built reproducible R pipelines for data cleaning and statistical modeling to extract insights on behavioral patterns and estimate effect sizes.
- Conducted large scale study of over 170 academic articles and used topic modeling to find key insights into discrepancies between brand activism and corporate social responsibility.

Graduate Teaching Assistant

- Re-designed the syllabus and taught undergraduate course on Digital Marketing for two semesters, focusing on A/B testing implementation and conversion optimization; students' ratings of 4.2/5 and 4.6/5 average.
- Guest-lectured "Influencer Marketing" and "Integrated Marketing Communications" for over 100 students.

Kraft Heinz UK; London, UK	June 2018 – August 2018
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Summer Intern 2018

- Designed and developed an interactive dashboard in Excel to visualize 600 rows of weekly data.
- Improved efficiency of the field sales team by implementing 5 new KPI's through the dashboard.
- Created reusable templates of loyalty schemes to use by the department, which would help attract more new customers and retain at least 30% more of the existing ones.

SELECTED PROJECTS

"More Likely to Say Yes than to Ask"	October 2023
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ACR 2023 Competitive Paper Presentation

- Hypothetico-deductive paper that demonstrates why and how people are more likely to accept an invitation to an event than to ask their friends to attend the same event.

"Brand Activism vs. CSR"	October 2022 – Present
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- Conceptual review of brand activism and corporate social responsibility that outlines how each strategy can help businesses achieve their profit-maximization or value-driven objectives.

SKILLS

Research: Quantitative methods, experiment design, unstructured data analysis

Programming Languages: R, Python, SPSS Syntax

Software: Microsoft Excel, Tableau, Qualtrics XM

Languages: Fluent in English and Russian

COMPETITIONS, LEADERSHIP & ORGANIZATIONS

I-COM Data Science Hackathon – <i>Runner-up</i>	April 2021
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Warwick University Hult Prize – <i>Runner-up</i>	December 2018
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