

GINA XENAKIS

EDUCATION

Master of Science, Marketing Research, Concentration: Social Marketing, Expected May 2009

Virginia Polytechnic Institute and State University, Blacksburg, VA

GPA 3.9/4.0

Thesis: Living with Chordoma Online: A Thematic Analysis of User's Experiences in an Online Cancer Support Group

Bachelor of Science, Marketing Management, December 2007

Virginia Polytechnic Institute and State University, Blacksburg, VA

GPA 3.6/4.00

ACADEMIC RESEARCH EXPERIENCE

GRADUATE RESEARCH ASSISTANT, VIRGINIA TECH MARKETING DEPARTMENT,
MAY 2007 - PRESENT

- Member of grant-writing team for a South African NGO; Creating Sustainable Change: Leveraging Peer Influence to Increase Leadership Skills, Reduce Risk Behaviors, and Improve Social and Health Knowledge (awarded by Kellogg Foundation \$336,000)
- Reviewed and integrated literature on various topics: peer influence, micro-financing and sexual risk behavior, parent-based HIV/AIDS interventions, family-based obesity interventions
- Managed team of research assistants and logistics for the collection and analysis of longitudinal data to develop a measure that examines how people respond to failure of avoidance goals
- Collected and coded longitudinal data to understand the influence of individuals within a social network
- Assisted in the theoretical development and design of various research projects

PROFESSIONAL RESEARCH EXPERIENCE

RESEARCH INTERN, SOLUTIONS FOR SUSTAINABILITY, JANUARY 2008 TO
PRESENT

- Marketing research intern for European-based non-profit consulting firm
- Member of project team to design, implement, and analyze web-based interviews to assess website usability for the European Society for Medical Oncology (ESMO)
- Member of project team to conduct and analyze in-depth interviews to assess membership quality for ESMO
- Organized research findings and developed presentations for ESMO stakeholders

INTERNATIONAL EXPERIENCE

STUDY ABROAD PROGRAM ASSISTANT, JANUARY 2008- PRESENT

- Assisted in the management of a Virginia Tech sponsored study abroad program in Lugano, Switzerland
- Chaperoned 40 undergraduate students for four-months in Switzerland
- Assisted professors in the preparation of classroom materials and grading
- Managed 10-person student recruitment team for Spring 2009 trip
- Organized program logistics (Swiss Visa attainment, plane ticket procurement)

HONORS AND ACTIVITIES

Fully Funded Graduate Research Assistantship

Marketing/AM Brown Endowed Scholarship 2007

Magna Cum Laude Graduate (Undergraduate)

Dean's List, all semesters

Virginia Tech Honors Program, 2004-2007

Volunteer phone counselor for RAFT Crisis and Suicide Prevention Hotline, May 2008- present