# REBECCA YONA

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## EDUCATION

**San Diego State University** | San Diego, CA | Expected May 2028

Psychology — Industrial & Organizational Psychology focus | GPA: 3.33/4.0

**Relevant Coursework:** Industrial/Organizational Psychology, Research Methods, Statistics, Cognitive Psychology

## PROFESSIONAL EXPERIENCE

**Consumer Analysis Extern | Extern — Beats by Dre Project**

*Remote | Aug 2026 – Oct 2026*

- Designed a consumer survey evaluating wireless speaker preferences, purchasing behavior, and customer satisfaction.
- Analyzed survey responses to identify trends in product features, pricing, and marketing strategy.
- Developed research-informed business recommendations and prepared findings for a professional presentation.

**Hostess | Top of the Market**

*San Diego, CA | Aug 2025 – Feb 2026*

- Helped more than double typical walk-in traffic during assigned shifts, from approximately 30–35 to 70–80 guests, through proactive restaurant promotion.
- Engaged prospective diners and coordinated guest seating with restaurant staff to support efficient service.

**Glam Team Member | Glitter and Glam**

*Paramus, NJ | May 2023 – Present*

- Provide hairstyling, makeup, and nail services during individual appointments and children's parties.
- Collaborate with team members to run group events and adapt communication to young clients and families.

## ACADEMIC RESEARCH

**Campus Dining Experience Research | San Diego State University**

- Collected student feedback through surveys and interviews about campus meal pricing, accessibility, and dining experiences.
- Synthesized recurring concerns and findings to identify opportunities for improving student services.

## SKILLS

**Research & Analytics:** Survey Design, Consumer Research, Data Collection, Qualitative Analysis, Interviewing

**Professional:** Customer Engagement, Stakeholder Communication, Presentation Development, Team Collaboration

**Software:** Microsoft Excel, SPSS, Google Sheets, Google Forms, Google Slides