

Grace McDowell

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Work Experience

Indiana Humanities

Independent Contractor remote

January 2025 – present

- Designs and facilitates audience evaluation practices including surveys and focus groups
- Advises on using data and evaluation insights to understand and improve the impact of public programs
- Writes grant applications to federal and foundational funders, integrating data, research and storytelling

Graduate Intern Indianapolis, USA

August 2022 – December 2024

- Oversaw implementation and communication of public programs across various humanities' subjects
- Assisted in the review and awarding of program stipends and grant funds to community organizations
- Helped manage the organization's database using FileMaker application and website using WordPress

Humboldt Internship Program Berlin, Germany

May 2023 – August 2023

- Selected as Entrepreneur in Residence for a mission-based technology startup funded by EXIST grant
- Assisted in UX testing, systems integration, data mapping and recruiting brand ambassadors
- Created a pitch deck utilized in a successful Kickstarter campaign raising €10,000

IU Indianapolis Oral History Internship Indianapolis, USA

January 2022 – May 2022

- Assisted leader in the field of oral history in research for oral history interviews
- Designed and executed an oral history project to interpret the history of a local religious institution

Delivery Hero Berlin, Germany

Brand Manager

October 2019 – November 2020

- Managed brand research through monthly brand tracking studies for food ordering platform Talabat
- Generated consumer needs-driven market segmentations on a bi-annual basis using SPSS
- Conducted ad hoc research on topics such as new verticals, COVID-19 safety policies and sustainability

Museum of Science and Industry Chicago, USA

Senior Manager, Marketing Research and Analytics

November 2018 – October 2019

- Oversaw consumer research for one of world's leading science institutions
- Contributed to long-range exhibit planning through focus group facilitation and committee participation
- Led a cross-functional task force responsible for developing the museum-wide pricing strategy
- Wrote 30+ surveys to assess exhibition performance, pricing perceptions, and point of sale experience
- Advised creative and media buying agencies on ad planning and ad effectiveness

Manager of Marketing Analytics

November 2016 – November 2018

- Developed the marketing division's first-ever analytics roadmap
- Managed the implementation of Salesforce, alongside the Manager of CRM
- Derived insights from the organization's custom market segmentation in order to create public content

Nielsen Chicago, USA

Associate Client Manager – MillerCoors

August 2015 – November 2016

- Integrated multiple quantitative and qualitative sources to create client presentations
- Played a key role in launching new data management software and training 200+ associates

Analyst – MillerCoors

September 2013 – August 2015

- Acted as a consultative partner to brand and insights teams by leveraging Nielsen tools and data
- Improved product coding and reporting accuracy for 10,000+ brands in the craft beer category

Skills

German language

- A2/B1 Level
- Completed 60 online classroom hours at A2 level from Goethe-Institut Berlin

Audience/consumer research

- High proficiency with online survey tools SurveyMonkey, SurveyGizmo, QuestionPro and Google Forms
- Designed/facilitated focus groups on behalf of Museum of Science and Industry and Indiana Humanities
- Conducted regular consumer analyses using Nielsen Homescan Panel

Database management and analysis

- Skilled at updating and querying large, custom datasets measuring product sales and attendance
- Routinely pulled reports and analyzed raw data using SPSS and Microsoft Excel
- Extensive experience in data visualization using Microsoft Powerpoint and Adobe Acrobat Pro

Activities and Affiliations

IFPH Student and Early Career Group remote

IFPH Steering Committee Representative

December 2024 – present

- Reports to senior members of the international public history community about our group's activities
- Advocates for student and early-career concerns as the Steering Committee shapes their agenda

Coordinator

December 2021 – present

- Affiliated with the International Federation for Public History, a nonprofit educational association
- Co-plans and hosts monthly Zoom meetings of public history students and early practitioners
- Recruits guest speakers, manages global alumni survey, promotes projects and conference applications

Delivery Hero Women's Mentoring Program Berlin, Germany

Founding Member

January 2020 – October 2020

- Volunteered to design and implement mentoring program focused on female professional empowerment
- Prior to launch, curated resources and training material and recruited and matched mentors to mentees
- Established process to evaluate the success of the program

iMentor Chicago, USA

Mentor Ambassador

May 2018 – August 2019

- Selected to serve as 1 of 20 Mentor Ambassadors to provide leadership and advice to 300+ mentors
- Developed and executed strategies for mentor recruitment and fundraising for the program

Mentor

August 2015 – August 2019

- Engaged in a 3-year formal relationship with high school student to explore post-secondary pathways
- Attended monthly in-person meetings and completed weekly online exercises alongside mentee

Education

Indiana University Indianapolis (formerly IUPUI)

Indianapolis (IN), USA

Master of Arts in Public History, Museum Studies Certificate

Max Kade Graduate Scholarship in German Studies

Indiana University

Bloomington (IN), USA

Bachelor of Science in Business, Minor in History

Graduated with distinction

References

Upon Request