
Chelsea King

APPLIED ANTHROPOLOGIST

Specialized in Mixed-Methods Research

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PROFESSIONAL PROFILE

As an applied anthropologist specializing in ethnography and mixed methods research, my work is driven by a passion to bring to life the users of products and services as cultural beings and understand the role of products and services in daily life. I use qualitative research methods to examine the cultural context and more deeply understand consumer needs, product uses, and how groups are creating and consuming cultural meaning and translating these insights into actionable recommendations for branding, marketing, and product design.

TECHNICAL SKILLS

Qualitative Research | Ethnography | Qualitative and Quantitative Data Analysis | Interviews | Survey Design | Heuristic Reviews | Brand Strategy | MaxQDA | SPSS | Qualtrics |

SOFT SKILLS

Cultural Analysis | Project Management | Story-telling | Design-thinking | Active Listening | Stakeholder Engagement | Collaboration | Communication | Cross-Cultural Competence |

EXPERIENCE

Freelance Ethnographer, AAtlas - Austin, TX

December 2023 - September 2024

- Conducted a survey with 50 participants and 10 semi-structured interviews to explore cultural values and barriers to recording life stories
- Analyzed data using thematic analysis to uncover key user motivations and pain points.
- Provided actionable insights to improve AAtlas' design, branding, and marketing strategies, aligning the platform with user values and enhancing engagement.
- Collaborated with the client to refine UX/UI and guide branding efforts based on research findings.

Chair, Society for Applied Anthropology Podcast Project - Austin, Tx

August 2022 - Current

- Lead a team of 6 in managing the podcast project, collaborating closely with the Society for Applied Anthropology.
- Spearheaded volunteer recruitment from over 20 universities and volunteer

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- management for two conferences, overseeing training and coordination of volunteers.
 - Transitioned from Communications Coordinator to Chair, expanding responsibilities to include renegotiation of agreements and collaboration with SfAA leadership.
 - Increased podcast listenership by 300% across 18 countries by developing new marketing strategies and initiatives, including rebranding efforts, to modernize the podcast and increase user engagement.
 - Focused on growing the podcast audience by enhancing social media presence and exploring innovative promotional opportunities.

Researcher, Anthropology Career Readiness Network – *Austin, Tx*

January 2024– May 2024

- Collaborated with a team of 8 researchers to enhance career readiness in anthropology.
- Conducted a survey (n=250) and 6 stakeholder interviews to inform project objectives.
- Evaluated the use of workshops, tools, and resource repositories to contribute to continued development of ACRN.
- Produced research insights to support practical career preparation for future anthropologists.

Curriculum Design Consultant, Alpha Schools – *Austin, Tx*

March 2024 – May 2024

- Successfully lead a team of 6 student researchers through individual research projects
- Designed a curriculum for an 11 week applied anthropology workshop
- Coached students through learning mixed methods data collection and analysis processes and create presentations for the Royal Anthropology Institute Conference

Researcher, Space Your Place – *Austin, TX*

August 2023– December 2023

- Conducted 2 semi-structured interviews focused on elderly healthcare to inform project insights.
- Collaborated with a team of 6 researchers to develop a comprehensive analysis of intergenerational daycare solutions aimed at improving work-life balance.
- Contributed to the final client presentation, which included research findings and actionable recommendations for implementing intergenerational care services in workplace settings.

EDUCATION

Masters of Science in Applied Anthropology, University of North Texas – *Denton, TX*

Expected Graduation, May 2025

Bachelors of Arts in Anthropology, Saint Mary's College of California – *Moraga, CA*

Degree Earned, October 2021

Bachelors of Arts in Environmental Studies, Saint Mary's College of California – *Moraga, CA*

Degree Earned, October 2021

ACHIEVEMENTS

CITI Certification: Student Behavioral Research and IRB, *Received Fall 2022*

Cap-Stone Research: Multidisciplinary Research , 2020 - 2021

Study Abroad: Interdisciplinary Australia Program, 2019-2020