



SIMBA MASANDO

Creative - Strategist

CONTACT

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📍 Austin, TX, U.S.A

EDUCATION

Baylor University

Bachelor of Science; Neuroscience
2016 - 2020

Goldsmiths, University of London

Master's in Psychology;
Music, Mind and Brain
2022 - 2023

SKILLS

- Brand Strategy
- Market Research
- Copywriting
- Critical Thinking
- Public Speaking
- Data Collection
- Data Analysis

TOOLS

- Microsoft Office
- Qualtrics, Quantilope, Gorilla
- RStudio, C++, MATLAB
- Hootsuite, FB Ad and Business
- Adalo, Canva, Figma, Photoshop
- Logic Pro X, Avid Pro Tools

ABOUT ME

Over the last half-decade, I've developed a robust foundation in research and marketing insights. My academic and professional investigation of the human experience has culminated into a Master's degree from Goldsmiths, University of London along with a handful of amazing career opportunities in Pharmaceutical Advertising, Market Research, Clinical Research, and Sonic Branding.

INDUSTRY EXPERIENCE

2020 - Present | Freelancer and Writer

Freelancer - Writer, Market Research, and Consultant

- Artist Consultant: 2022 NFT NYC, 2022 Rolling Loud (Miami), 2024 SXSW
- Creative Circle: comparative landscapes with primary & secondary sources; 11+ research insights presentations using Excel, PowerPoint, and data visualizers
- Presenter: 2019 and 2020 American Psychosomatic Society Conference; 2019 Baylor Undergraduate Research and Scholarly Achievement (Waco)

amp Sound Branding - Research & Insights Consultant

- 100+ hours of brand audits for sonic assets and digital content
- Provided support on 20+ client pitch decks and competitive analyses
- 5+ magazine articles & daily reports for internal and public use; one published

Behavior Delta, LLC - Behavior Design Researcher

- 100+ hours developing "Snaptesting", a system of product testing
- Consulted the initial 4-week launch of Thrive Global health app UX/UI
- Behavior engagement audit for VOLVO's internal campaign
- Co-lead 50+ hours of small group, behavior design coaching sessions
- Notable clients including Spotify, Stanford University, Thrive Global

2021 - 2022

Fishawack Health - Associate Creative Strategist

- Copy Intern (June 2021) to company's first Creative-Strategist (August 2021)
- Copywriter on seven patient/HCP campaigns: websites, fliers, digital ads, etc.
- Junior strategist for 2 rare diseases: comp analysis, creative briefs, slide decks
- 10+ brands: Xipere, Xiidra, Lotemax, Radicava, Cande Naste, Travers, etc

2018 - 2020

Baylor University Career Center - Marketing Intern

- Head of Brand Ambassadors (paid leadership role)
- Managing social media operations including Facebook ad insights and campaigns
- 15% increase in follower count, 12% increase in Career Center event attendance
- Designed and distributed fliers, Instagram posts, signs, t-shirts, pens, etc.

POSTERS

- Gratitude Study (2019)
- SES and Stress Study (2019)
- Risky Behavior Study (2020)
- Sonic Branding Study (2023)

LANGUAGE

English

Shona

Spanish (Beginner)

REFERENCES

Bjorn Thorleifsson

Director of Research & Insights
amp Sound Branding

Shelby Ceferrati

Assistant Director of Media and P.R.
Baylor University

David Ngo

Founder
Behavior Delta

Dr. Stephanie Shorter

Investor Relations
Practical VC

RESEARCH EXPERIENCE

2020 - 2021

University of California Health - Research Associate

- Assist in Data Collection, Entry, and Research support
- Managed 200+ participant profiles between three psychobiology studies
- 117 psychometric scales, physical measurements, and human biomarkers collected

2017 - 2020

Baylor Behavioral Medicine Lab - Research Assistant

- 3 studies supported, 71 Participants, 129+ hours of in-lab protocol
- Project developer on two studies: pitching plausible protocol ideas with lab contemporaries and constructing abstracts for poster presentations
- Website Designer

Summer Research Assistant || 2019 - 2019

Stanford Medicine Biobehavioral Pediatric Pain Lab

- Assisted principal investigator Dr. Laura Simons and Dr. Inge Timmers
- Scanning Circles of Pain Engagement: 50+ hours of protocol, IRB applications and amendments, fMRI training, protocols and piloting, literature reviews

Summer Intern || 2017 - 2017

UT Southwestern Medical School - IEEM

Intern: learning "olympic" technologies of stress testing using exercise techniques, including VO2 sport machines and ECGs.

ACKNOWLEDGEMENTS

2021

Fishawack Health Featured Article

- Blog spot detailing life as an Intern. Includes comments from manager.

2020

Baylor Certificate of Excellence

- Award received for obtaining 3+ semesters of undergraduate research, one summer of research internship, and a poster presentation at an academic conference.

2018 - 2019

Baylor Lariat Newspaper

- Featured article about AXA video on mental health in schools
- Featured in an article regarding BU Career Center Brand Ambassador program.
- Featured comment as FAC Student Representative regarding Baylor football sexual assault trials