

RENEE HOPKINS



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EXPERIENCED COMMUNICATOR SEEKS PROJECTS & CONTRACT WORK

Specific expertise in qualitative analysis and reporting,
as well as facilitating ideation and creativity workshops.

KEY COMPETENCIES

Research

- Market research, qualitative methodologies, secondary (desk) research, UX research

Strategy & Leadership

- Creative problem-solver
- Strategic thinker

Technology

- Picks up new technologies quickly and can train others
- Early adopter of AI-assisted qualitative analysis

Writing & Editing

- Crafts engaging, informative content; makes complex, technical information clear
- Edits without erasing the writer's voice; experience in AP, APA, and Chicago styles

CONTENT EXPERTISE

Thought Leadership

- White papers, case studies, reports, website copy

Marketing

- Articles, blogs, email newsletters, social media

Technical Writing

- Processes, instructions, user requirements

PROFESSIONAL EXPERIENCE

Qualitative Research & Ideation

Decision Analyst, 2021-2024

- Analyzed qualitative research data and created reports presenting insights tied to client objectives.
- Designed and led online ideation sessions and workshops; managed community of creative consumers, including recruitment and training.
- Led effort to ensure research processes and projects complied with privacy legislation.
- Led effort to find and test AI tools to assist in qualitative research and analysis.
- Features editor of *Views*, published by QRCA (the Qualitative Research Consultants Association).

Writer, Editor, Coach

Use Your Words, 2017-21

- Coached clients in writing; worked with clients as an editor and content strategist.

Content Marketing Manager

Business Innovation Factory, 2014-17 (now closed)

- Created content strategy and content (website, email newsletters, blogs, case studies, etc.).

Assistant Director of Communications

McCombs School of Business, Univ. of Texas, 2010-13

- Launched online magazine to communicate academic research insights in an actionable, business context.
- Placed stories in *Wall Street Journal*, *Newsweek*, and *Mashable* to raise awareness of the university's entrepreneurship and innovation programs.

SOFTWARE EXPERIENCE

- Communication: Slack, Teams, Zoom
- Generative AI, including qualitative research apps
- Marketing: Canva, Google Analytics and Trends
- Online design/workspace: Figma, Miro, Mural
- Presentations/reports: PowerPoint (expert)
- Project collaboration: (Asana, Basecamp, Google Docs/Sheets, Notion)
- Qualitative: CoLoop, Hatchtank, Recollective
- Web/content management (HTML, WordPress)

EDUCATION

- **MA, English**
University of Texas-Arlington
- **BA, English**
University of Alabama

Certifications:

- Privacy in Qualitative Research (QRCA)
- Qualitative Moderation Techniques (RIVA)
- Facilitating the Creative Problem-Solving Process (CPSI)

PROFESSIONAL EXPERIENCE, contd.

Director of Publications

Innosight, 2007-10

- Created content strategy and content for thought leadership focused on co-founder Clayton Christensen's theory of disruptive innovation.
- Writer, ghostwriter, and editor of print and online publications such as *Strategy & Innovation*.
- Trained consultants in writing about disruptive innovation.

Qualitative Researcher;

Director of Insights & Innovation

Decision Analyst, 2000-07

- Designed and moderated qualitative research, performed qualitative data analysis, wrote reports presenting insights tied to client objectives.
- Moderated and/or facilitated focus groups, IDIs, user experience, ideation, and workshops in creativity skills.
- Helped create the innovation and ideation practice, including recruiting and training the Imaginators panel of creative consumers.

Previous experience includes print journalism (reporter, copy editor, managing editor) for magazines and newspapers, teaching high school and college English, and media relations.

MORE INFORMATION/GET IN TOUCH

- **Writing portfolio:** renee-hopkins.com
 - **LinkedIn:** [linkedin.com/in/reneehopkins512](https://www.linkedin.com/in/reneehopkins512)
 - **Full CV and references:**
Email renee@renee-hopkins.com
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