



Michelle Lopez Raab, PhD



+412 896 7222



michelle@mindalchemymetric.com



www.mindalchemymetrics.com



Profile

In addition to providing behavioral science -driven messaging strategies, Michelle Lopez Raab, PhD also serves her community as a advocate and leader of a parent stakeholder group for parents of special needs kids, including community organizing, liasoning with district staff, and advocacy with school board members.

Analytical work experience has included working for the National Center for PTSD as a Health Science Specialist, managing 3 RCTs and a pilot study and supervising 4.5 FTE. While in graduate school worked on highly political research projects , including liasoning withing representatives from the Lt Governor's Office.

Statistical Programs

R, SAS, SPSS, Mplus 6.0, 6.1; Proficient in Excel

Statistical Models

general liner modeling, generalized linear modeling, finite mixture modeling, cluster analysis, data mining, psychometric test evaluation, Item Response Theory, power analysis, and qualitative data analysis, including Grounded Theory, content analysis, and textual analysis

Relevant Political Work Experience

Founder & Owner *Mind Alchemy*

(April 2023 to present)
Pittsburgh, PA

As founder and owner, provided political messaging and analytic consultation and analyzed focus group data to inform a Get Out the Vote campaign in rural Georgia for the 2024 election; will be analyzing post-election data to assess its efficacy.

Director of Messaging *ProgressPA, Formerly PA-12 For Progress*

(April 2017 to April 2018)
Pittsburgh, PA

As Director of Messaging, was involved in multiple organizational functions. Developed and implemented digital messaging campaigns across multiple platforms; conducted opposition, demographic, sentiment, and messaging efficacy analyses; performed press reporter management with local, national, and international press; community organized for demonstrations and outreach events; organized and facilitated issued-based panel discussions and candidate events; created and implemented canvassing training events with volunteers; coordinated with other advocacy organizations; lobbied; and built coalitions.