**Bruce Anthony Keller-López**

bkeller94@hotmail.com ● 443-206-3011

[www.linkedin.com/in/kellerbruce](http://www.linkedin.com/in/kellerbruce)

**Mission**

Use strong interdisciplinary research, management, and interpersonal skills to lead projects and clear obstructions to the team’s success.

**Education**

**Texas A&M University, College Station TX**  **December 2020**

Master of Science Industrial & Organizational Psychology Overall GPA: 4.00

**Lafayette College, Easton PA**  **May 2016**

Bachelor of Arts, Double Major Economics & Psychology Senior GPA: 3.64

**Skills**

**Statistical Procedures**: SEM, Cluster Analysis, Path Analysis, Factor Analysis, Regression, Non-Parametric, etc

**Research Methods:** IRT, Meta-analysis, Thematic Analysis (Mixed Method)

**Programing Languages and Statistical Software:** R, SPSS, Excel, STATA, MAXQDA

**Psychometrics:** NEO, IPIP, Marlowe-Crowne Scale, Job Descriptive Index, Resistance to Change Scale, PSS, PHQ, etc

**Business:** Project Management, Job Analysis, Performance Management, Competency Modeling, Utility Analysis, etc

**Languages:** Fluent Spanish + English; Conversant French + Italian, Basic Mandarin + German

**HRIS:** Etalent, Epeople Talent, HRPC

**Publications**

Wang, X., Hegde, S., Son, C., **Keller, B**., Smith, A., & Sasangohar, F. (2020). Investigating Mental Health of US College Students During the COVID-19 Pandemic: Cross-Sectional Survey Study. *Journal of Medical Internet Research*, *22*(9). <https://doi.org/10.2196/22817>

**Academic Research Experience**

**Applied Cognitive & Ergonomics (ACE) Lab March 2020 - Present**

**Research Coordinator College Station, TX**

Lead for the development of a mental health app designed to improve college student academic and mental health outcomes by combining biofeedback, machine learning, and therapeutic features. Responsibilities include leading a multidisciplinary team, design and implementation of research protocols, psychometric scoring and interpretation, mixed methods analysis, big data cleaning, usability testing, personnel management, drafting research papers, and instructing, coaching, and evaluating students.

**Bowling Green State University**  **December-May 2016**

**Probono Remote**

Data collection and application of translation procedure to update the 12 year old Spanish version of Bowling Green State University’s Job Descriptive Index (JDI).

**Program Based Applied Research Consulting Experience August 2019 – Present**

**Bvcasa Bryan, TX**

* Creating stress, engagement, and motivation assessments to better understand retention problem

**City of Bryan Bryan, TX**

* Creating individualized leadership development plan

**Quest Specialty Brenham, TX**

* Conducted needs assessment and job analysis
* Designed new content valid selection measures, improved candidate evaluation forms, and designed training aides

**Texas A&M Engineering Extension Service**  **College Station, TX**

* Directed all stages of job analysis designed for selection purposes
* Conducted semi-structured interviews, created linkage survey, analyzed data and composed report

**Independent Applied Research Consulting Experience**

**Psychometric Solutions**   **July 2018**

Aberdeen, MD 60hrs over 1 week

* Led data collection team and ensured satisfactory inter-rater reliability for study for MD government

**Exelon Generation October 2017 - January 2018**

Kennett Square, PA 30-60hrs/week

* Designed ROI framework and conducted preliminary analysis for leadership programs.
* Collaborated with professors and business leaders to design experimental leadership metric framework that measures changes in attitudes and behaviors, how they relate to outcomes, whether the work context prevents sustained change, and how quickly program effects decay

**Laboratorio de Materiales Carlos Araya**  **October 2016 – September 2017**

San José, Costa Rica  5-60hrs/week

* Collaborated with BGSU, HR, management, and line level employees to conduct a needs assessment, job analyses, and develop a performance management system.
* Increased new employee performance and retention, while decreasing employee theft, by introducing personality metrics, experimental interview questions, and structured interviews into the hiring process.
* Improved trust and self-efficacy in management by creating a leadership training program incorporating assessment and practice to verify training efficacy and to combat training decay.

**Teaching Experience**

**Cecil County Public Schools September 2018 – July 2019 Psychology & Accounting Interim Teacher North East, MD**

Coached, developed, directed, evaluated, and enriched +100 students, while coordinating with parents, administrators, and coworkers with often differing priorities.

**Varsity Tutors September 2018 - Present Statistics Tutor Remote**

Set and reach goals through specialized instruction for students in their statistics and related coursework. Tutored students’ special needs included a lack of formal education, language barriers, ADHD, and dyscalculia.

**Leadership Experience**

**Lafayette College August 2014 – May 2016**

**Resident Advisor Easton, PA**

* Cofounded the largest special interest floor in Lafayette College history.
* Community won 2014-2015 Aaron O. Hoff Outstanding Living Group Award in my first year
* Leader in the community, created social events, handled crises, enforced policy, supported residents, and mediated conflicts
* Mentored and supported fellow RAs
* Conducted structured interviews for perspective RAs

**Internship Experience**

**Despacho Lopez-Trigo Summer 2014, 2016 Finance Intern San Pedro, Costa Rica**

Calculated taxes, analyzed operations, and made investment recommendations for clients