

Education & Certifications

10x Certified Fitness Coach, Mindvalley, 2022
HoloBody Certified Health Coach, Mindvalley, 2021
Heart Centered Facilitator, Danielle LaPorte, 2021
The Desire Map Facilitator, Danielle LaPorte, 2021
The Copy Cure, Marie Forleo, 2020
B-School, Marie Forleo, 2014
Toastmasters Competent Communicator (CC) & Competent Leader (CL) Certifications, 2013
Asymmetrical Press, Design for Publishing, 2013
Asymmetrical Press, How to Write Better Stories, 2013
Sevenly.org, Social Media for Non-Profits, 2013
Dell University, Social Media and Communities (SMaC) Certification, 2012
American Marketing Association/University of Georgia, Advanced School of Marketing Research course, November 2008
University of Georgia, Masters in Market Research (MMR), 2003
University of Central Arkansas, Bachelor of Business Administration in Marketing, 2002

Professional Affiliations

Market Research Association (MRA), *Member*
Women In Research (WIRe), *Member*
UGA MMR Alumni Association, *Member, (formerly) Administrative/Web-team*
American Marketing Association (AMA), *Member*
Asymmetrical Press, Publishing Community, *Member, Contributor*
Toastmasters International, *(formerly) Member, Vice President of Education and PR*

Professional Experience

Chronic Health, LLC – ChronicHealthLLC.com

Evidence-Based Health Sleuth & Wellness Consultant (2019 – Present)

Founder, health educator, data analyst, and consultant, this is a passionate endeavor that is significantly past due. The primary goal is to educate the general public about how their bodies work, taking the mystery out of processes, distinguishing between problems and symptoms, and empowering human beings to live their best lives in the bodies they already have. This is the art and *science* of living in a state of Chronic Health.

- After being sick for 35 years, figuring out what was wrong on my own, then working with and learning from fantastic Functional Health practitioners to completely turn my health around, I decided that no one needed to be sick for 35 years... or 10... or 3.
- Taking my health into my own hands was the healthiest decision I've ever made, and I am the healthiest I've ever been.

Epic Balloons, Metro NY – EpicBalloons.com

Balloon Artist (2019 – Present)

Never one to pass up a learning opportunity that also brings joy to those around me, under the tutelage of master balloon artist John Reid, I am able to add to the population of princesses, aliens, zombies, superheroes, and non-lethal weapons.

- My face still hurts from all the smiling.
- Sharpie skills are on-point (*pun intended*).
- A balloon hungry kid-mob is the scariest type of mob. No joke.

- The simplest acts of inclusion can change a life (and certainly a day) – from offering options that represent multiple ethnicities to not batting an eye at a selection that’s not gender-normative – fostering joy comes in all configurations.

Tricky Business, Metro NY – TrickyBiz.com

Magician’s Assistant (2019)

There’s no better way to learn how things work than to go behind the curtain! The never-ending adventure continues with Tricky Business and the good fortune to assist an amazing magician. In addition to all the things I thought I knew, I signed on for a solid education in stage presence, timing, attention spans, and crowd psychology.

- For someone who studies people for a living, the real-time, fast-paced feedback was exhilarating!
- Watching the faces of people who are both in awe of what they’re seeing and sure that they can figure it out is to witness the moment when curiosity and determination are married. Even if none of them ever attempt a magic trick, the world is now both intriguing and figureoutable to these young people, and that’s a world that gives me hope.

Andrea J. Burns, Inc., Smyrna, GA -- AndreaJBurns.com

CEO & Consultant (2014 – Present)

First and foremost, Market Research is my passion. What drives that passion is a deep-rooted need to solve problems, help people & companies make better decisions, and generally improve everything we touch. If you have questions, let's find the answers.

In addition, I also offer services in a few other areas, predominantly as a way to support and encourage small businesses and entrepreneurs to keep moving forward:

- Technical/IT (non-retail website development, website design editing),
- Professional Communications (resume & cover letter refinement, creative writing, proof reading, report writing), and
- Photography & Graphic Design (logo / corporate identity development, marketing materials development, photo-editing, photography).

CMI Research, Inc., Atlanta, GA -- CMIResearch.com

Senior Research Manager (2016 – Present)

Back to my roots of supervising, managing and conducting quantitative research studies from ‘soup to nuts.’ Using new tools and updated software platforms, the ability to stretch my wings even further has been priceless. Working closely with the technology team, in addition to honing my skills in study design and execution, I was able to add SQL Server database usage to my toolbox.

- This is proving to be an invaluable skillset and is not only saving project time by arming me to be more productive and a knowledgeable first-line of contact for my clients, but also adds the ability to troubleshoot data issues so that I can work with IT to quickly and efficiently correct anything that’s amiss.
- Beyond solving problems, this skillset also supports my efforts to improve study and reporting designs by providing a solid understanding of underlying data structures, which tells me what’s possible, but also keeps me from designing something woefully inefficient.
- The patience and absolute rockstarness (*which should be a word, I’ve decided*) of the teams I get to work with at CMI not only creates an environment conducive to learning, but also creates an environment where each player ups their game. No matter how long you work at something, you can always learn something new and you can always improve on how you execute.

HopeMob.org

Social Media Coordinator (2012 -- 2014)

Manage, write, schedule, and post Social Media content via [Twitter](#) (@hope) and [Facebook](#) (/HopeMob) on behalf of HopeMob.org, in concert with Shaun King, CEO & Founder of HopeMob.org.

- Klout score: 66
- 340k+ followers on twitter and 110+ followers on Facebook
- Facebook posts reach ~50k people per week, and is growing without advertising

Completed more than 50 stories since October 2012, in addition to extensive communication efforts and resource allocation around both Super-storm Sandy and the Sandy Hook Elementary School shooting.

- I learned more about the infectious nature of passion in this position than I did during the previous few decades of life. This position has renewed and reinforced my belief that your heart has to be in whatever work you're doing. The work I do must have a positive impact on people, their environment, and/or the economy as a whole.
- Began utilizing my background in research & datamining to identify & re-post the most "sticky" social media messages gaining higher than average interaction rates as a result!

Dell SecureWorks, Atlanta, GA

Research Advisor (2011 – 2014)

Developed new role for Dell SecureWorks by building onto the initial expectations for the research role with analytic and communication strengths not yet integrated into the role. Streamlining the collection and analysis of secondary industry data, centralizing and standardizing the function of acquiring customer feedback, utilizing internal resources to critique the support and materials provided by adjacent departments, managing the NET Promoter program, developed, managed, analyzed and reported on a two-year-long win/loss evaluation program, and developed action items for each customer-facing team to measure and track as an ongoing, internal program of improvement. Developed and recorded quarterly research-based training modules for the entire sales base and provided senior leadership with monthly updates on news and events within the industry.

After achieving SMaC certification via Dell University, joined the Social Media Team as a twitter account manager and Security & Compliance blog contributor in 2012.

- This position allowed me to really build a “program of programs” based on what the company needs for 1) decision support, 2) identifying training opportunities, 3) refining customer-facing materials, 4) designing events for customers that provide tangible value, 5) ensuring that customers feel empowered by seeing their feedback in action, and 6) arming the sales force with information and tools they need in order to understand the customer’s needs and unique position.
- Stretching beyond designing and executing professional, high-level research studies, I have matured in my discipline and can see the full lifecycle of what research is and needs to be for a company.

Creative Idioms, LLC, Smyrna, GA [This venture became "Andrea J. Burns, Inc." in 2014]

Principal (2003 – 2014)

Sole proprietor and staff, specializing in Technical/IT endeavors (non-retail/service/consultative website development, website design editing), Professional Communications (resume & cover letter refinement, creative writing, proof reading, report writing), and Photography & Graphic Design (logo/corporate identity development, marketing material development, t-shirt graphic design, photo-editing, photography).

- This venture allows me to further my education and experience in a multitude of creative arenas, without relegating myself to the rank of ‘starving artist’.

MMR Research Associates, Inc., Roswell, GA

Senior Project Director (2003 – 2011)

Supervise, manage and conduct both qualitative and quantitative research studies, 'soup to nuts.' Have developed proficiencies in study design and development, marrying the notions of programming simplicity, respondent comfort, data richness, planned analyses, and ultimate communication of actionable findings in the process – 'beginning with the end in mind.' My background/interest in art has also helped hone my skills in visual communication of complex concepts and data sets, predominantly using PowerPoint. This position has allowed me to specialize in the following types of studies: Brand Health (A&U, Positioning, Cust. Sat.), New Products/Repositioning (Ad Message/Claims/Concept/Package Testing, Pricing/Feature Optimization, Market Segmentation), and Choice/Processes (Choice Research & Modeling, Purchase Decision Processes).

In addition to research, this position has also provided the opportunity to further my education and experience in graphic design, photography and web development.

- I truly grew and developed as a researcher with this company, having had the unique opportunity to engage in every aspect of the research process from day-one, while working with seasoned veterans in the field who were extremely giving of their knowledge base.
- In turn, I have shared my knowledge and been instrumental in creating new, easier-to-understand ways of presenting data, and have successfully implemented the specific use of colors to convey meaning.

Flake-Wilkerson Market Insights, Corporate Research Center, North Little Rock, AR

Level Supervisor/Assistant Production Supervisor (2001 – 2002)

Conducted and monitored telephone interviews, ensuring compliance with quality, validity, and professional standards, as well as facilitated the CATI program, controlling 90 terminals.

- This experience furthered my understanding of data collection and has proven invaluable when working with other field service suppliers.

UAMS Respiratory Therapy Department, Little Rock, AR

Lead Project Researcher (2001)

Complete research study as a student at UCA (exploratory research, quantitative questionnaire design, data collection, data entry using SPSS, data analysis, report creation using PowerPoint, and presentation of final report to client).

- As a result of this project, the client had a clear action plan before leaving the presentation and were excited about getting started (a complete change in attitude toward their department's predicament).
- This experience of identifying a real problem, consulting data, finding a real solution, and developing a course of action to correct the problem was the most exciting thing I did during my entire college career. *This was the point at which I decided to focus on Market Research.*

UCA Marketing Department, Conway, AR

Interviewer (2000)

Conducted telephone surveys for a Market Positioning study.

Sno-Hog, Little Rock, AR

Assistant Manager (2000)

Coordinated and staffed a concession stand in a mall food court – under the escalators where there were no water faucets or drains. The food we served should never be consumed by humans, but the experience was remarkable.

- This experience helped me become a much better manager by illustrating exactly how to coerce people into underperforming.
- Learning to create water pressure and mobile water systems has come in handy many more times than I would have expected.

Higher Grounds, Espresso Bar and Cyber Café, Russellville, AR

Assistant Manager/Barista (1997 – 2000)

Beyond common duties of running a business (bookkeeping, computing payroll, placing orders, banking, etc.), also proofread menus, posters, all advertising, collaborated on window/store displays, worked shifts as a Barista and handled maintenance and connectivity for computers.

- This experience illustrated the importance of being a positive element in a larger society; how one establishment can have an enormous affect on a community.

HB's Texaco, Pottsville, AR

Assistant Manager/Cashier (1994 – 1996)

Responsible for standard cashier/stockperson duties, including ordering and inventory. Upon promotion, became the youngest Assistant Manager in the company. Supervised 8-10 employees and managed the store for 2 ½ weeks while manager was out of the country.

- Learned that the best kind of employer is one that recognizes when their employees are not being utilized to their full potential and takes the time to nurture and develop their staff.

Volunteer Experience

Age 41-43, Anglia Ruskin University, Cambridge, England, UK

- Virtual tutor: statistics, research papers, SPSS software, and office programs for 2-6 students.

Age 32-33, Atlanta Vineyard Youth Ministries Team, Atlanta, GA

- Activities Coordinator for approx. 20 young people, and small group leader for 6-10 young ladies.

Age 29-30, My House Care Center, Atlanta, GA

- Supervised, tended to and cared for medically-fragile children (AKA, "Border Babies").

Age 25-33, MMR Alumni Association, Atlanta, GA

- Updated and managed website, member database, and coordinated job postings. Continue to work with new President on site redesign and management.

Age 23, UCA Volunteer Note Taker, Conway, AR

- Took thorough notes for a student who was unable to attend class due to a disability.

Age 17, Habitat for Humanity, Fort Smith, AR

- Worked on two houses for one week. Built floor, laid plywood, put up wall studs, secured plywood, put up roof, and installed windows.

Age 16-17, AETN, PBS Station, Conway, AR

- Coordinated groups, answered phones, and took pledges for televised telethons (twice).

Age 14-16, River Valley Boy's & Girl's Club, Russellville, AR

- Supervised the Game Room.

Age 13-16, 4-H Club, Russellville, AR

- Worked at Pope County Fairs in the poultry barn and craft arena.

Age 13-14, Senior Citizens' Center, Russellville, AR

- Aided activities coordinator with fund-raising events, conducting classes, and keeping seniors active.

Age 8-12, Brentwood Terrace Nursing Home, Waynesboro, GA

- Worked in Activities office facilitating games and holiday celebrations, as well as aiding residents with domestic needs (mending clothing, reading mail, assisting exercises, etc).

Computer Experience

Rated as “Expert User” in Microsoft Office Programs

Skillful user of:

- SPSS software
- Adobe Creative Suite (PhotoShop, Illustrator, Premiere Pro, Auditions, After Effects, DreamWeaver, etc.)
- SQL Server
- WordPress
- HTML/CSS
- Radian6 Dashboard
- Radian6 Engagement Console
- Google Analytics
- Facilitator, Supervisor and User interfaces for CATI systems

Additional Training/Skills

Semi-Professional Photography
Web Design/Development
Photo/Logo Development/Editing
Bookkeeping & Payroll (by hand)
Light Tech-support

Additional Interests

Tiny houses & sustainable living, Systems Design (water/power), Psychology, Sociology, Photography, Drawing/Painting, Graphic Design, Web Programming (HTML/CSS), Creative Writing, Cycling, Gardening, Food Science, Biology, Dancing (Swing, Blues, & Argentine Tango), Sign Language, balloon twisting, and magic.

Publications & Features

Written:

- [Tiny House Magazine](#): The Tomato Box (*Issue #83*)
- [The Joy of Tiny House Living](#) (*interview included*)
- Building Passion 3: Women of the Tiny House Movement (*in process*)
- Sex in a Tiny House (and other things to consider before taking the plunge) (*in process*)

Podcasts:

- Conversation Starters: [I've Been Sick All My Life... and I'm All Out of Ideas](#)
- The Tiny House: [Designing a Self-Contained, Recycled Greywater System with Andrea Burns](#) (*Episode #126*)
- [Simplify My Life](#)
- 180 Your Life: Downsizing –
 - [Part 1: Getting Your Mind Right](#)
 - [Part 2: Planning & Prep](#)
 - Part 3: Go-Time!

Awards & Honors

United Tiny House Association:

- Best DIY Tiny House – Florida Tiny House Festival, 2018
- Best Tiny House – Virginia Tiny House Festival, 2019
- Best Tiny House of Show – New Orleans Tiny House Festival, 2019