

## William Rose

William.Rose-2@colorado.edu

614-973-9402

### Education

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Ph.D., Marketing, University of Colorado, Boulder

Expected Graduation in 2027

B.S., Economics, Brigham Young University

2017-2023

### Selected Work in Progress

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“Marketing Language in Earnings Calls” with Marc Dotson, Ryan Elder, Carly Fox, and Jim Mourey

“Expertise and Its Impact on the Evaluation of Minority-Owned Businesses” with Justin Frake, Siddharth Sharma, and Jared Watson

“Consumer Reactions to Identity Signals” with Akshina Banerjee

### Other Research Experience

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**Research Assistant, Brigham Young University**

2021-2023

- May 2021 to August 2023 working with Ryan Elder and Marc Dotson
- Responsibilities included managing IRB proposals, running studies, data collection and cleaning, producing data visualizations, and literature reviews

**Research Assistant, University of Chicago**

2022-Present

- Ongoing as of December 2022 working with Oleg Urminky and Akshina Banerjee
- Responsibilities include scraping, cleaning, and wrangling text data from several websites and databases

### Teaching Experience

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**Teaching Assistant**

2022-2023

**Marriott School of Business, Brigham Young University**

- *Marketing Analytics* (three sections) taught by Marc Dotson
- *Pre-PhD Seminar for Quantitative Marketing* (one section) taught by Marc Dotson

## Technical Skills and Experience

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### Programming Languages and Software

- Highly proficient in R, including both base R and Tidyverse syntax
- Proficient in Python, Stan, Stata, and Excel/Sheets
- Familiarity with several Natural Language Processing programs such as LIWC and Open NLP
- Working knowledge of SQL and HTML/CSS

### Specific Skills

- Data collection through web scraping or API usage
- Cleaning and wrangling both structured and unstructured data
- Analysis of data in Bayesian and Frequentist methodologies
- Machine learning methods for unsupervised and supervised learning, particularly methods relevant to text analysis (e.g., LLMs)
- Visualizing data and results as graphs and dashboards