

PAUL ANDREW BLYTHE

University of Colorado Boulder • Leeds School of Business • Paul.Blythe@Colorado.edu

EDUCATION

THE UNIVERSITY OF COLORADO BOULDER

Ph.D., Marketing

Boulder, CO

est. May 2027

THE OHIO STATE UNIVERSITY

Bachelor of Science - Business Administration

Major: Marketing

Columbus, OH

May 2022

RESEARCH INTERESTS

Judgement & Decision Making

Sustainability & Prosocial Behavior

Framing Effects

Consumer Welfare

SELECTED RESEARCH IN PROGRESS

Blythe, Paul A., Grant E. Donnelly, and Leslie K. John, “Caloric Labeling of Food and Beverages Impact Consumer Choice”, data collection in progress

RESEARCH EXPERIENCE

IDDEAS @ WHARTON

Philadelphia, PA

Introduction to Diversity in Doctorate Education & Scholarship, The Wharton School

February 2022

Two-day predoctoral seminar to learn about earning a Ph.D. at a business school and academic careers. Wharton Doctoral Programs selected only 14 scholars from a national pool based on their academic records, recommendations, and potential for conducting independent research

THE OHIO STATE UNIVERSITY

Columbus, OH

NERD Lab Manager, Consumer Behavior Research Lab (CBRL)

August 2021 – May 2022

Manage a group of 20 interdisciplinary researchers including faculty, post-doctoral researchers, doctoral students, and undergraduate research assistants. Schedule weekly research seminar and manage undergraduate research assistants supporting the work of faculty Primary Investigators

HARVARD BUSINESS SCHOOL

Cambridge, MA

Research Associate

May 2021 – May 2022

Supporting Professor Alison Wood Brooks on coding over 3,000 parole hearings for conversational cues and formatting excel files for Natural Language Processing analyses

THE OHIO STATE UNIVERSITY

Columbus, OH

CITI Certified Research Assistant, Consumer Behavior Research Lab

April 2021 – May 2022

Collaborating with Ph.D. and faculty researched to coordinate and execute complex behavioral research studies as well as assisting with coding tasks, data analysis, and literature reviews

Adapting designs and procedures to not only adhere to current COVID-19 regulations and policies but to improve upon those designs by utilizing video conferencing technology

AWARDS AND HONORS

NASBITE International Student Case Competition Winner, *Spring 2021*
Fisher College of Business, Marketing Projects – Best Presenter, *Fall 2021*
Cicerone Certified Beer Server, *2021*
Junior Enlisted Soldier of the Deployment, 1487th TC, *2020*

PROFESSIONAL EXPERIENCE

GLOBAL TRADE CONSULTING GROUP & COMPETITION TEAM Columbus, OH
Int. Marketing & Branding Consultant, Office of Global Business December 2018 – March 2022
Headed international market research proposals specializing in global marketing and branding strategies, for small Ohio-based businesses looking to successfully implement export projects
Organized data mining strategies to compile both quantitative and qualitative evidence for cultural, economic, political, and social considerations in specific international markets

FISHER COLLEGE OF BUSINESS Columbus, OH
Student Consultant, Nationwide Insurance August 2021 – December 2021
Designed, fielded, and analyzed quantitative and qualitative research through Qualtrics and SPSS to discover key insights and build a marketing strategy founded in data
Developed a tactical plan that reached the design target identified in the primary research and created a budget and timeline to effectively launch the tactics

OHIO EXPORT INTERNSHIP PROGRAM Columbus, OH
International Marketing Intern, Office of Global Business January 2019 – August 2019
Improved a customer communication system that evolved the poor messaging design in campaigns which grew interactions by 25% and improved over the industry average by 26%
Overhauled a brand's entire online presence by making all SharePoint internal data into translatable and transcribable marketing materials, including blog posts, images, and campaigns

TECHNICAL SKILLS

SPSS	R Studio
Qualtrics	HTML
Adobe Creative Cloud	Google Analytics

LEADERSHIP AND SERVICE

CrossFit OutAthlete, TheOutFoundation, CF-L1, *2022 – Present*

Public Affairs Mass Communications Specialist, Ohio Army National Guard, JTFHQ,
Deployment: Operation Spartan Shield (2020), *2018 – Present*

Teaching Assistant, Fisher College of Business, Department of Marketing & Logistics,
Sustainability Marketing for Consumers, Firms & Society, *2022 - 2023*

Pro-Bono International Marketing & Brand Positioning Consultant, Small Business Development
Center - Ohio, Fisher Office of Global Business, *2019 - 2023*