



# Gertrude Abarentos

## Communications Research

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🌐 Bilingual Filipino and English 🌐 https://gertrude-abarentos.com/

### EDUCATION

#### BA Communication Research

Polytechnic University of the Philippines

- **Summa Cum Laude, 3.8 GPA**
- [Best Quantitative Research](#)
- [Internationally Presented quantitative](#) and qualitative studies
- [Department Press Writer \(PUP Underscore\)](#)
- [Exhibitor - University Center for Culture and the Arts](#)
- [Campaign and video production lead](#)

### SKILLS

- Quantitative and Qualitative Research Design for Social Science
- Data Analysis: SPSS, Advanced Excel, Basic proficiency in SQL, Python
- Research and Data Ethics
- Research Instruments: Survey, Interview and Observation
- Data Visualization: Excel, Tableau, Flourish, Datawrapper, Rawgraphs
- Actionable Science Communication and Data Journalism
- Writing: Feature, Technical, Memo; Use of WordPress
- Audio/Visual: Adobe Photoshop, InDesign, Illustrator, Canva, Adobe Premiere Pro

### PROFESSIONAL EXPERIENCES

#### Science and Innovation Communication Intern

Feb 2022 - Sept 2022

The Nature Conservancy in New York

- End-to-end delivery of the inaugural Innovation Impact Report. Independently interviewed 10 conservation practitioners selected to be featured, wrote 2 profiles, 1 methodology, and 3 case study articles, designed the entire publication's layout using Adobe InDesign, and compellingly visualized data using Flourish. Maintained AP Style, the Conservancy's visual identity, and utmost organization skills to keep track of multiple work streams.
- Provided several designs in a rapid iteration to deliver end-to-end media kit production. The media kit exhibits a brand identity that is true for Innovation at The Nature Conservancy, including program tagline, visual elements, definition, team profile, program offerings and methodology to streamline promotional communications.
- Redesigned and rewritten the internal Innovation site to improve user experience. Achieved a 223% increase in page views and increased staff inquiries about Innovation program offerings.
- Created a communication strategy: researched a comprehensive list of available channels for communicating innovation for conservation—events, journalists, magazines, newsletters, and content creators; arranged a library of training materials that improved science colleagues' communication skills, and prepared labor-saving presentation deck templates.
- Initiated and delivered qualitative research on attitudes toward innovation for conservation beyond the Nature Conservancy practitioners, interviewing internal staff and from other non-profits and government agencies to guide future communication efforts.
- Authored short and long-term communication plans that set immediate and future milestones, broken down into tasks and organized in a project management calendar system.
- Upkeep a file management system to maintain efficiency amidst multiple project tasks (interviews, approvals and content reviews) in a virtual work environment.

#### Research and Data Analytics Intern (2 terms)

Feb 2022 - July 2022

Office of the New York State Attorney General's Office

- Spearheaded a statewide research investigation that identified 28 illegal firearm sellers for the state and informed a landmark lawsuit. I built on an open dataset and authored a 15-page systematic methodology to streamline the interdepartmental investigation quickly enough to capture evidence right after New York gun laws changed.
- Handled cases on diverse social justice issues—hate crimes, housing violations, backgrounding of persons of interest, environmental protection, and school safety—that exercised all-around skills in the research and data analysis cycle:
  - Sharp source verification and application of Open-source Intelligence (OSINT) techniques using aggregated public records, online archives, and social media tracking.
  - Identification and querying of public databases and use of advanced Excel and basic SQL to analyze, synthesize and verbally interpret in a timely manner.
  - Written communication that exhibits the ability to understand government documents and agencies; clear, concise and error-free reporting within a limited time frame.
  - Ethical data standards support by contributing tools for documenting datasets and research methodologies.

#### Research and Data Analytics Intern

October 2021 - December 2021

Everytown for Gun Safety

- Singlehandedly developed a relational database containing systematically organized fields of Everytown's key statistics and data sources that automates the statistics updates of more than 80 principal research reports and factsheets, saving ~80 hours of monthly manual labor from thereon.
- Authored a 20-page interactive manual on how to effectively navigate the CDC Mortality database that educates both research and non-research staff of Everytown.
- Analyzed and cleaned a 15-year period national and state-level data using Google Sheets Advanced to update Everytown's Veterans' Suicide factsheet.
- Instigated a social science approach to understand communities' preferred messengers for gun safety informed by a critical analysis of limited published research on the subject.