

Joanne Van Vranken

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Professional Summary

Research Operations and Participant Recruitment Specialist with 10+ years of experience driving end-to-end research operations for leading firms, including Meta and RSM US LLP. Proven track record in scaling participant recruitment, optimizing workflows, and ensuring research quality across quantitative and qualitative studies. Skilled in stakeholder management, vendor partnerships, and research governance. Adept at turning operational challenges into streamlined processes that enable researchers to deliver faster, higher-quality insights.

Core Skills

- Research Operations Management: Project intake, resource allocation, governance, documentation, quality control
- Participant Recruitment & Panels: Sourcing, screening, and engaging participants at scale (B2B & B2C)
- Workflow & Process Optimization: Streamlining research intake, tool access, version control, and reporting
- Stakeholder & Vendor Collaboration: Cross-functional alignment, client liaison, vendor/supplier oversight
- Data & Tools: Qualtrics (CX, EX, Research Suite), Workfront, Excel, SQL (working knowledge), Tableau, Google Forms, Zoom

Experience

FEBRUARY 2022 – APRIL 2025

Research Operations Manager | RSM US LLC | Remote

- Directed research operations for a national professional services firm, overseeing intake, archives, survey platforms, and vendor relationships.
- Led participant panel recruitment, engagement, and reporting, ensuring representative samples for stakeholder studies.
- Reviewed and optimized survey design/programming in Qualtrics, improving usability, data flow, and analysis efficiency for 72 projects in 2025.
- Built governance around research tools (Qualtrics EX/CX, Research Suite), managing user access and training.
- Standardized documentation and QA processes, reducing project errors and accelerating turnaround times.

SEPTEMBER 2019 – SEPTEMBER 2022

UX Participant Recruiter/Project Manager | Meta, Inc. Via Apex Systems | New York, NY

- Managed end-to-end participant recruiting for 60+ UX research projects annually, partnering with researchers, data scientists, and vendors.
- Designed and implemented scalable sourcing strategies, improving recruitment efficiency and reducing costs.
- Pivoted to remote research during COVID-19, successfully delivering 1,072 participants across 66 projects in 2020.
- Created a project checklist system that improved workflow transparency and researcher satisfaction.
- Trained and mentored new recruiters, raising team capabilities and consistency.

JANUARY 2017 – JUNE 2018

Project & Community Manager – Panel | myCLEAROpinion Panel | Remote

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Additional Professional Experience

- Contract Research Analyst Roles at Broadridge Financial, Canon USA, MedScape, and Altice: delivered market and competitive analysis, reporting, and survey support.
- Category Manager at Circana (formerly NPD Group): led syndicated CPG research, translating market data into actionable strategies.

Education

M.S., Marketing – Research & Analysis, Southern New Hampshire University, Manchester, NH

B.A., Media, Communication & Culture, SUNY Saratoga Springs

Currently training in Agile methodology, JIRA, SQL