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## Survey Scientist

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### About Us

**Applecart** is the leading technology company creating a new category of “Decision Maker Marketing”. The most important decisions are made by the hardest people to reach and influence. Historically, C-suite leaders have lacked the tools to reach the stakeholders that matter most to their business. The C-suites of hundreds of Fortune 500 companies, major agencies, trade associations, nonprofits, and governments use Applecart to put their best content in front of business-critical decision makers and those they trust — from policymakers and investors to CEOs, key employees, members of the media and more. Decision makers are informed by what they read, learn from advisors, hear from colleagues, and discuss with family and friends. To break through to them, you must reach them through the only channel that really moves them: those they know and trust. Applecart’s platform uses publicly available or fully permissioned data to map billions of social relationships between nearly every American adult and enable clients to deliver content directly to decision makers and those that matter most to them.

We are hiring a Survey Scientist in our **New York Office**.

### About the Role:

As a **Survey Scientist** at Applecart, you will be part of the team developing and enhancing our campaign measurement product for digital campaigns. An ideal candidate will be someone passionate about social science and survey research, who thrives in ambiguity, and enjoys a fast-paced start-up environment.

### What you will do:

- Work as part of the Research and Insight team to execute survey research and participate in R&D activities.
- Design research to evaluate the impact of various design features of our lift survey.
- Work with the VP of Analytics within the Research and Insight team to roll out measurement solutions for digital outreach.

### Experiences and Capabilities You Bring:

- 2+ years of relevant experience (including work or graduate research experience).

- Thorough knowledge of survey research methods and best practices for conducting surveys.
- Master's degree in Survey Methodology, Statistics, Political Science with a quantitative focus, or a related field is required.
- Proficiency in data analysis using statistical tools and software such as R, Python, Stata, or any object-oriented programming language.
- Excellent verbal and written communication skills.
- Strong analytical and problem-solving skills.

#### Preferred Qualifications:

- Operational knowledge of survey software such as Qualtrics and Survey Gizmo.
- Familiarity with SQL.
- Knowledge of experimental design.
- Graduate-level coursework in survey methods (sampling, analysis, questionnaire design, and mode differences) and statistics.

**This is a hybrid role. Work from home on Monday and Friday and in Applecart's New York City office Tuesday through Thursday.**

#### Compensation:

Our compensation package consists of three components: (i) a base salary, (ii) annual cash bonus, and (iii) generous equity compensation.

The base salary range for this role is between \$85,000 - \$115,000 based on the candidate's experience and skills relative to the requirements listed above. The salary range provided is exclusive of discretionary annual cash bonus and equity compensation. The salary range provided for this role is specific to candidates located in the New York City area.

#### A few facts about us:

- Applecart's platform has been used by hundreds of industry-leading clients spanning Fortune 500 companies like Blackstone and Intuit, leading nonprofit organizations like the Environmental Defense Fund, and top-tier advertising and communications agencies like Teneo, FGS, Weber Shandwick, and OMD.
- Applecart is growing quickly – over the last 3 years, we've increased our bookings by 8X, grown our headcount by 4X, and we're cashflow positive.

- Our senior leadership team includes two members of the Forbes 30 under 30 list for Marketing and Advertising, the former Head of Product at Moat, Oracle's online ad measurement platform, a former senior White House advisor, early sales and talent leaders from Google and Twitter, two of the Democratic Party's most successful pollsters and strategists, a former CRO of a \$200M ARR high-growth tech company, and alums of top-tier organizations like Bain, Amazon and Simpson Thacher.
- Our investors include Bain & Company, global sports, entertainment and marketing giant Endeavor, KKR Co-Founder Henry Kravis, entrepreneur Chris Burch, a founder of Palantir, senior engineering leaders at Twitter and Yelp, former Fortune 50 and advertising agency CEOs, and a number of well-known venture capitalists. Endeavor CEO Ari Emanuel and Owl Capital Managing Partner Jennifer Fonstad serve on our board.
- Our work has been featured on Morning Joe on MSNBC, BloombergTV and The Colbert Report, and in Axios, BusinessWeek, the Associated Press, Forbes, the Washington Post, and Politico, among many others.