

NOEMI CASSIN

French and British citizenships
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PROFILE

Experienced researcher and medical anthropologist. Skills acquired in a top university and working with world-renowned brands. Strategic and critical thinker, team leader, used to managing projects in complex environments. Strong understanding of human health and medical systems. Well-versed in both business and academic research approaches.

EDUCATION & LANGUAGES

University College London – MSc Biosocial Medical Anthropology, Distinction, 2023

Built critical lens on healthcare systems with a focus on the often overlooked social determinants of health. Dissertation topic: how do Londoners interact with Chinese health practices such as *Tai Chi* and *Qigong*? Conducted three months of fieldwork in London including participant observation and in-depth interviews.

University College London – BSc Human Sciences, Merit, 2019

1st Class dissertation assessing the NHS's challenges in diagnosing and treating psychosomatic pain disorders in the UK. Constructed my own degree prioritising a breath of disciplines from Anatomy, Physiology, and Anthropology departments.

Lycée Français Charles de Gaulle, London – Scientific Bac., 19.2/20, 2015

President of the Human Rights Society; final year project presenting stem cells' potential for cancer therapies.

Softwares: SQL; R; PowerBi; NVivo; Dataiku; GWI; Nielsen; Brandwatch; Netbase; Advanced Microsoft Office.

Languages: French – native; English – fluent; German – B2.

ACADEMIC RESEARCH

Publication on UCL Medical Anthropology Blog, 2023

Published a letter addressed to the current Minister of Loneliness advocating for the modification of the current strategy to alleviate loneliness in the UK:

<https://medanthucl.com/2023/09/13/why-positive-thinking-wont-end-loneliness/>

UCL Medical Anthropology Research Seminar, 2020

Invited by Prof. Roland Littlewood to hold a 1-hour lecture on the difficulties of diagnosing chronic pain to an audience of researchers and students at UCL.

UCL Human Sciences Symposium, 2018

In charge of organising the annual Human Sciences Symposium. Contacted researchers across the UK to give a talk on the theme of psychedelics and health. Speakers included: Dr. David Luke, Prof. Sue Hallam, Prof. Steve Jones, Dr. David Nutt.

UCL Global Citizenship Programme, 2017

Produced a documentary and exhibition on the topic of migration, following the journey of Izzy Posen who “emigrated” from the chassidic community of Stamford Hill into a London university: https://youtu.be/cwX7piJmff4?si=jZA_k0nqrm7h9cgu

PROFESSIONAL EXPERIENCE

Freemavens – Consumer Insights Consultant, 2021-2022

Part of Unilever’s People Data Centre, leader in digital consumer research.

As a consultant for Freemavens’ largest retainer client Unilever, I was in charge of translating business questions into data methodologies, managing and delivering these research projects and their business impact to senior stakeholders within marketing and innovation divisions.

- Led teams of 3 to 12 analysts, coordinating their data collection, analysis and visualisations across multiple geographies.
- Proactively identified new opportunities and successfully pitched projects to senior stakeholders.
- Mapped out the non-dairy ice cream category across multiple global markets to convince leadership to fund this opportunity.
- Generated, coordinated and automated the data collection and visualisation of the dessert space in 19 markets to detect trends, which is now a central component of Unilever's Innovation Strategy for the Ice Cream category.

Freemavens – Consumer Insights Analyst, 2020-2021

Working on French and English-speaking markets to provide consumer insights and marketing recommendations for world-leading brands such as Coca-Cola, L’Oréal, BT, Pernod Ricard.

- Promoted to Senior Analyst in less than a year.
- Only member of my team to train in the client’s preferred software and to obtain the certification (89%), gaining charge of the queries on the platform.
- Joined the team half-way through a project to help steer a direction change in storytelling and develop a scoring methodology comparing performance amongst multiple data sources.

L.E.K. Consulting Healthcare practice – Intern, June 2017

Conducted market research and interviews with medical experts in the UK and US to understand drug discovery opportunities for a large pharmaceutical client.

PERSONAL INITIATIVES

Art Exhibition, The Holy Art Gallery, London, 2021

Selected to exhibit a series of 4 paintings I created around the notion of reclaiming agency of one’s own body.

Elected Lead Academic Representative, UCL Life Sciences Dept., 2016-2018

Advocated for and obtained the implementation of a Year Abroad for our cohort.

UCL Dance Society, 2017-2018

- **Team Competition Dancer**
Competed across UK Universities: won 2nd place in Advanced Hip Hop.
- **Choreographer for the Annual Show**
Pitched and got selected to put together a piece for the annual Dance Show. Inspired by McNish’s poem “Pink and Blue”, I choreographed and staged a piece of 10 dancers on the theme of gender conformity.

Elected Social Secretary, UCL Kung-Fu Society, 2017-2018

Increased membership by 300%; organised a trip to Wales; developed social calendar.

SPORTS & INTERESTS

Cycling; Climbing; Windsurfing; Dancing; Skiing; Oil painting.