Rachel Neller

| rachel.neller@outlook.com | +44 7523 038472 | LinkedIn | Website | Sussex |

EDUCATION

London School of Economics and Political Science – MSc Behavioural Science **(2026 – 2027)**
University of Bath – BSc Social Sciences with Honours (2:1, 69.8%) **(2022 – 2025)**
Varndean College – EPQ (A*), Economics (A), Psychology (A), Sociology (A) **(2019 – 2021)**

TECHNICAL SKILLS

- Led the design, execution and analysis of multiple research projects
  - Includes interview studies, A/B testing, surveys and PPI.
- Research Methods: Qualtrics, Gorilla, search strategy syntax code across Embase, Scopus, Wiley, Cochrane.
- Quantitative data analysis: R, SPSS and Excel.
- Qualitative data analysis including coding and thematic analysis for client deliverables.
- Confident engaging and building relationships with stakeholders at all levels.
- Strong communicator with experience presenting findings verbally and in writing to varied audiences.
- Commercially aware with an excellent understanding of policy, regulation and market analysis.
- Advanced digital literacy: Microsoft Office Suite, Google Workspace, Covidence, OSF, EPOS, Slack, Plane, Canva and beginner Python.

EXPERIENCE

Centre for Behaviour Change, University of Bath – Research Assistant (June 2026 – Present)

- Supporting a PRISMA-ScR rapid scoping review on AI assisted behavioural activation interventions for people with multi-morbidity.
- Led planning and recruitment for two patient and public involvement (PPI) sessions.
- Co-drafted the OSF registration and a PRISMA-ScR compliant search strategy across five bibliographic databases (Embase, Scopus, Cochrane, EBSCOhost) and three hand-searches.
- Independently run design checks – including a PRESS review, screening pilot, indicative searches and known-item validation.
- Managed cross-stakeholder communication with research managers, librarians, PPI participants and PPI assistants against a formally gated project timeline.

Orbit – Behavioural Scientist (May 2026 – Present)

- Early-stage software development startup building infrastructure for referral-led growth. I contribute behavioural insights into motivation and activation across a 4-archetype segmentation.
- Designed and ran a mixed methods A/B interview study for 30+ participants, testing whether behavioural levers produce measurable shifts in referral motivation.

- Identified a gap in the product's classification model and proposed a two-layer segmentation framework – with my recommendations adopted as a change to the product's architecture.
- Co-authored a literature review translating insights into messaging principles.
- Designed and iterated messaging and communications to optimise motivation.
- Worked closely with the founder and cross-functional teams to translate research insight into product development and strategy.

Fairer Finance – Behavioural Science Consultant
(September 2026)

- Consultancy supporting FCA-regulated firms to deliver good customer outcomes under Consumer Duty.
- Designed a client pitch for a behavioural science training academy for a UK building society, which the client approved and commissioned.
- Presented an internal lunch seminar on basic bank accounts with an interactive scenario game - and staff commented that I'd 'raised the bar' for the sessions.
- Assessed technical financial documents against behaviourally designed criteria and gave recommendations.

T.H. Baker – Change Management & Administrative Assistant
(Oct 2025 – Feb 2026)

- Supported the store's transition from independent jeweller to national retail chain following acquisition.
- Applied behavioural insights to understand friction points in operations and redesign systems - improving speed and accuracy across e-commerce, repairs and procurement.
- Led the store's first year of e-commerce and drove the store to 2nd place nationally for total transactions.
- Main point of contact for head office, branches, suppliers and customers – keeping communication clear and consistent during a period of rapid change.
- Produced weekly Excel reports for the CEO covering sales, stock and operational performance.
- Trained staff on digital and operational systems, helping the team build confidence and capability.
- Trusted by senior leadership to rapidly assess issues and find quick, effective solutions.

ARUP – Work Experience, People & Organisation Advisory Services
(Aug 2024)

- Analysed employee survey and focus group data to develop a people insight framework for a client deliverable – commended by the client for the quality and relevance of findings.
- Offered innovative ideas directly to client conversation, with suggestions adopted into live projects.
- Recognised for strong relationship-building, asking smart questions, and contributing to projects.

Paul Andre Jewellers – Sales Associate & Department Manager
(2019 – 2023)

- Facilitated the sale of £180,000+ in product value and built a loyal customer base through attentive, trust-based service and genuine relationship building.
- Trained and supervised 7 new employees, led weekly training sessions and directed the execution of product launches for the store's major brands.

FURTHER RESEARCH PROJECTS

Deerns – Behavioural Design Collaboration
(Oct 2025)

Co-produced a presentation for the Amsterdam Workplace Design Conference, using behavioural insights to develop design recommendations that improve sustainability and wellbeing in the workplace.

Ideas42 & University of Bath – Undergraduate Dissertation Research Project
(2024 – 2025)

Initiated partnership with behavioural science consultancy ideas42 to explore credit-card late fee payment behaviour in financially vulnerable contexts. Presented findings and led a Q&A at ideas42 team meeting. Findings informed a research project funded by JP Morgan Chase.

VOLUNTEERING, CERTIFICATIONS & INTERESTS

- **Volunteerin**g: Teaching English as a Foreign Language, Indonesia (2022).
- **Extra-Curricular:** Student Rep; Vertically Integrated Project; Social Policy Society; Consulting Society.
- **Certifications**: Behavioural Science Bootcamp (Jindal Institute of Behavioural Science); Intro to AI (IBM); Intro to Strategy Consulting (BCG); Intro to Python (CodeFirstGirls).
- **Interests**: Swimming & strength training; jewellery & fragrances; reading; chess.