

# Jerry M. Hendricks

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## Education

PhD Sociology, University of Illinois at Chicago (May 2016 *Expected*)

M.A. Sociology, University of Illinois at Chicago (May 2010)

- Applicable coursework included organizations, social institutions, discrimination in organizations, economic sociology, social movements, quantitative and qualitative methodology, statistics, and historical methodology.
- Honors and Awards: Graduate Student Teaching Award 2015. UIC Provost Award for Graduate Research 2012. Midwest Sociological Society Annual Graduate Student Paper Award; First Prize 2011. David P. Street Master's Paper Prize Winner, University of Illinois at Chicago 2010.
- GPA: 3.94/4

## Experience

### Market Research, University of Illinois at Chicago, February 2012 to Current

Multimethod analysis to investigate technological change in the music retail industry, the effectiveness of strong organizational identity, and factors that prevent large firms from withstanding change pressures.

- Developed the concept of “curating value” to explain how firms might take advantage of historically relevant aesthetic value while strategically presenting products and service to target audiences.
- Outlined processes of collaborative outreach where firms can reinforce market position within and across industries.
- Developed the concept of “brokerage technologies” to draw firm attention to cultural meanings in effective programs and strategies to bridge differences between target audiences.

### Director, College Consumption Survey, University of Illinois at Chicago, January 2014 to August 2015

Designed and executed a survey study regarding how college students understand their consumption practices and to what extent they believe they are able to express their personal ideology through the consumption decisions they make.

- Lead a project team of twenty-five researchers through conceptualization of the project, operationalization of variables, implementation of survey instrument, and problem-solving during sampling and data analysis phases.
- Presented initial findings at the American Sociological Association Annual Conference in August of 2015.

### Strategy and Message Consultant, Street-Level Youth Media, January 2010 to June 2010

Conducted on-site evaluations of NPO services and outcomes to recommend branding and message adjustments to communicate measurable change to constituents.

- Identified issues with core identity and recommended changing brand strategy to focus on the advantage of hybridity.
- Designed youth-centered vignettes that illustrate how support from constituents translates to youth success through soft skill development and tangible opportunities.

## Skills and Interests

- Research published in [Sociological Perspectives](#) (2015), [The Sage Encyclopedia of Economics and Society](#) (2015), [Mobilizing Ideas](#) (2015), and [Trails](#) (2014).
- Trained quantitative researcher including devising, implementing, and evaluating surveys, structured observation, and structured document analysis.
- Trained qualitative researcher including participant observation, formal and semi-structured interview, focus group, document analysis, and case study methods.
- Trained in SPSS statistical package. Familiar with SAS, STATA, and Gephi. Some familiarity with Microsoft SQL and Python. Highly proficient in MS Word, Excel and PowerPoint
- Member of the American Sociological Association (Sections: Economic Sociology and Organizations, Occupations, and Work), The Society for the Advancement of Socio-Economics, and Center on Organizational Dynamics
- Elected President of the Sociology Graduate Student Organization. 2011-2012
- Recreational softball player and little league tee-ball coach
- Singer and guitar player

## References

- Available upon request