

# Michael DeCrosta

Affiliate Consultant  
(he/him)



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## PROFILE

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- Competent in quantitative and qualitative research methods utilizing SPSS, STATA, ArcGIS, nVivo, and R; Dashboard development and data visualization utilizing Tableau; Relational database design utilizing SQL and postgresQL
- Skilled data collector comfortable administering and designing surveys as well as conducting focus groups and key-informant interviews
- Strong writing skills (winner of the Williams First Place Writing Prize at Lehigh University)
- Provided market research analysis to small businesses, small business districts, and commercial corridors
- Implemented creative placemaking projects involving multiple collaborators and stakeholders

## EDUCATION

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Lehigh University, Bethlehem PA

M.A. August 2015

Concentration: Sociology

B.A. August 2011

Majors: Economics, Sociology

## EXPERIENCE

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Metris Arts Consulting, Easton PA (Aug 2021 – Present)

*Affiliate*

- Led the analysis of over 2,000 free-response public submissions for the Chicago Monuments Project, a review of historic monuments for the City of Chicago Department of Cultural Affairs and Special Events, including coding qualitative data sets and performing content analysis.
- Supported the longitudinal evaluation of the Pennsylvania Council for the Arts' pilot Creative Communities Initiative by developing surveys and site observation tools, analyzing qualitative and quantitative data, identifying site-specific metrics, and facilitating interviews and group discussions with 4 sites located throughout the state.

The Bach Choir of Bethlehem, Bethlehem PA (Jan 2020 – November 2022)

*Special Events Coordinator and Administrative Assistant; Contractor*

- Managed the migration of all organizational data to a Salesforce-based platform
- Developed data migration strategies specific to charitable giving, ticket sales and customer contacts to ensure quality of data
- Cleaned and translated over 50,000 rows of organizational data, including the organization's entire history of ticket sales, donations and contacts
- Transitioned The Bach Choir from live performances to virtual performances during the COVID-19 pandemic, which resulted in monthly virtual concerts on YouTube, a virtual Christmas concert and a virtual performance of the 113th Bethlehem Bach Festival
- Analyzed YouTube and Google analytics, ticket sales history and donation records to develop marketing strategies for digital content, resulting in a nearly 500% increase in YouTube subscribers and over 40,000 channel views
- Managed Front of House operations for the 2022 concert season including a 1,000 capacity performance by Yo-Yo Ma

Poolco, Quakertown PA (June 2022 – August 2022)

*General Manager, Lake Nockamixon State Park Pool*

- Managed all aspects of a 2-acre pool, concession, and recreational facility at Lake Nockamixon State Park
- Developed administered and analyzed surveys to determine the demographics and needs of park visitors
- Developed and coordinated educational and recreational programming with outside groups

Bethlehem Economic Development Corporation, Bethlehem PA (Aug 2018 - Jan 2020)

*Southside Arts District Coordinator*

- Developed artistic components of the South Bethlehem Greenway including the installation of murals and coordination of cultural programming
- Activated public spaces through collaboration with local businesses, artists, musicians, and cultural groups
- Assisted small businesses with permitting applications for the construction of parklets and participation in special events
- Developed marketing strategies for the downtown arts district as well as individual businesses within the district
- Managed Constant Contact database and wrote monthly and event-specific newsletters to a segmented contact list of over 2,500 people

Spotluck, Bethesda MD (Nov 2017 - Aug 2018)

*Community Manager*

- Launched the Spotluck mobile app in the Lehigh Valley to a user base of 3,000 downloads

Urban Research & Development Corporation, Bethlehem PA (May 2016 -May 2017)

*Community and Regional Planner*

- Conducted market research on the development of municipal recreational facilities
- Facilitated community focus groups and surveys to gain feedback on proposed open space and park enhancement proposals and analyzed results
- Collected land use data to create and update site maps
- Consulted with commercial corridor programs to streamline services to small businesses and enhance marketing efforts

Health Strategies Group, Lambertville NJ (Jan 2016 - May 2016)

*Research Analyst*

- Prepared and analyzed data, including cross-tabs, frequencies, multiple regressions, and other statistical models to determine the healthcare industry's response to the introduction of various COPD drugs to the market
- Conducted over-the-phone and in-person surveys with healthcare professionals, and created contact reports with the data gleaned from those surveys