

Emily Nakkawita

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EDUCATION

- 2018 – Present **Columbia University**, New York, NY
Ph.D. in Psychology, expected May 2023
Advisor: Dr. E. Tory Higgins; GPA: 4.23
- 2017 – 2018 Post-Baccalaureate Program in Psychology, January 2017 – May 2018
GPA: 4.33
- 2004 – 2008 **Georgetown University**, Washington, DC
Bachelor of Science in Business Administration, May 2008
Cum Laude; GPA: 3.64

FELLOWSHIPS, HONORS, AWARDS, & GRANTS

- Honorable Mention, NSF Graduate Research Fellowship Program 2020
- Student Grant, Association for Psychological Science Spring 2020
- Behavioral Research Lab Fellowship, Columbia Business School Fall 2019 – Spring 2020
- Graduate Student Advisory Council Travel Grant, Columbia University 2019
- Department of Psychology Travel Award, Columbia University 2018, 2019
- Motivation Science Center Fellowship, Columbia University 2018 – 2023
- Dean’s Fellowship, Graduate School of Arts & Sciences, Columbia University 2018 – 2023
- Psi Chi, The International Honor Society in Psychology 2018
- Digital Lab Honor Roll Award, BBDO 2011
- Dean’s List, Georgetown University All semesters 2004 – 2008

PUBLICATIONS

Higgins, E. T., & **Nakkawita, E.** (in press). Motives working together: Value, truth, and control in goal selection and pursuit. In P. A. M. Van Lange, E. T. Higgins, & A. W. Kruglanski (Eds.), *Social psychology: Handbook of basic principles* (3rd ed.). New York, NY: Guilford Press.

Nakkawita, E., Mathmann, F., & Higgins, E. T. (2020). Does your gain define my loss?: Socially-defined counterfactual loss and prevention-focused decision-making. *Personality and Individual Differences*. Advance online publication. doi:10.1016/j.paid.2020.109926

Higgins, E. T., **Nakkawita, E.**, & Cornwell, J. F. M. (2020). Beyond outcomes: How regulatory focus motivates consumer goal pursuit processes. *Consumer Psychology Review*, 3(1), 76–90. doi:10.1002/arcp.1052

Conley, M. A., & **Nakkawita, E.** (2019). Citizen protection: A capabilities and intentions framework. In A. Larsson & R. Teigland (Eds.), *The digital disruption of public services: An investigative study of the societal impact in Sweden and beyond* (pp. 171–199). Abingdon, UK: Routledge.

PAPERS IN PREPARATION / UNDER REVIEW

Higgins, E. T., **Nakkawita, E.** (2020). *Self-discrepancy and regulatory focus*. Manuscript submitted for publication.

Higgins, E. T., **Nakkawita, E.**, Rossignac-Milon, M., Pinelli, F., & Jun, Y. (2020). *Making the right decision: Intensifying the worth of a chosen option*. Manuscript submitted for publication.

Nakkawita, E., & Higgins, E. T. (2020). *Motivating the journey: An integrative framework of prevention vs. promotion goal pursuit activities*. Manuscript in preparation.

Nakkawita, E., & Heiphetz, L. A. (2020). *Motivational priorities reflect beliefs about God's attributes*. Manuscript in preparation.

Nakkawita, E., & Heiphetz, L. A. (2020). *The cognitive science of supernatural minds and religious beliefs: A developmental perspective*. Manuscript in preparation.

Higgins, E. T., **Nakkawita, E.** (2020). *People are motivated to feel effective in the outcomes and process of their goal pursuits*. Manuscript in preparation.

Avnet, A., Peleg, G., **Nakkawita, E.**, & Higgins, E. T. (2020). *Fit and non-fit: Seeing the full picture versus the big picture*. Manuscript in preparation.

PRESENTATIONS

Nakkawita, E., & Higgins, E. T. (2020, May). *Prevention vs. promotion motivate distinct goal pursuit activities* [Poster session]. 13th Annual Meeting of the Society for the Science of Motivation, Chicago, IL. (Conference canceled)

Nakkawita, E., & Higgins, E. T. (2020, February). *A framework of regulatory focus-specific goal pursuit processes* [Poster session]. 21st Annual Convention of the Society for Personality and Social Psychology, New Orleans, LA.

Nakkawita, E., & Higgins, E. T. (2019, May). *Motivating the journey: Prevention vs. promotion goal pursuit processes* [Poster session]. 12th Annual Meeting of the Society for the Science of Motivation, Washington, DC.

Nakkawita, E., Cornwell, J. F. M., Franks, B., & Higgins, E. T. (2019, February). *It's about the journey: The unique role of process-related motives in predicting effectiveness* [Poster session]. 20th Annual Convention of the Society for Personality and Social Psychology, Portland, OR.

TEACHING EXPERIENCE

Teaching Assistant

Evolution of Cognition, Prof. H. Terrace, Columbia University Spring 2020
Introduction to Personality Psychology, Prof. S. Oishi, Columbia University Spring 2019
Mathematics Summer School Program, Marian Catholic High School Summers 2004 – 2005

Guest Lecturer

Introduction to Personality Psychology, *Regulatory Focus and Regulatory Mode* Spring 2019

PEDAGOGICAL TRAINING

Courses

Teaching Development Program 2019 – Present
Columbia University Center for Teaching and Learning

Innovative Teaching Summer Institute Summer 2019
Columbia University Center for Teaching and Learning

Teaching Practicum Fall 2018
Columbia University Psychology Department

Workshops (Columbia University Center for Teaching and Learning)

Grading and Feedback Fall 2019
Active Learning Fall 2019
Backward Design and Learning Objectives Fall 2019
Creating Inclusive Learning Environments Fall 2019
How to Design a Course Spring 2019
Become a Good Mentor Fall 2018

MENTORING EXPERIENCE

Columbia University Undergraduate Honors Students Advised

Deborah Cesarini Banhos

Columbia University Undergraduate and Post-Baccalaureate Research Assistants Advised

Jason Bowen Petra Cui San Poon
Don Lavelle Mo Zhou
Jin Hyung (Kate) Lim

PROFESSIONAL SERVICE AND MEMBERSHIPS

University Service and Leadership

Teaching Assistant Liaison, Columbia University Psychology Department 2019 – 2020

Professional Memberships

Student Member, Society for the Science of Motivation 2019 – Present

Graduate Student Affiliate, Association for Psychological Science 2019 – Present

Member, Psi Chi Honor Society, Columbia University Chapter 2018 – Present

NPR Scicommer, National Public Radio 2018 – Present

Student Member, Society for Personality and Social Psychology 2017 – Present

Student Affiliate, American Psychological Association 2017 – Present

Member, International Positive Psychology Association 2015 – Present

PROFESSIONAL EXPERIENCE

Research Experience

Higgins Lab, Columbia University 2017 – Present

PI: Prof. E. Tory Higgins

Graduate (Ph.D.) Student, August 2018 – Present

Research Assistant, January 2017 – August 2018

Social and Moral Cognition Lab, Columbia University 2017 – Present

PI: Prof. Larisa Heiphetz

Graduate (Ph.D.) Student, August 2018 – Present

Research Assistant, May 2017 – August 2017

Industry Experience

Morgan Stanley New York, NY

Vice President, Integrated Campaign Director, November 2015 – December 2016

Oversaw firm-wide strategy, planning, and buying for \$25MM Morgan Stanley national paid media campaign, with a focus on client acquisition and consumer engagement. Transformed advertising approach by implementing a significant shift to digital channels to maximize campaign efficiency, effectiveness, and relevance to a modern audience. Led campaign measurement program and test-and-learn agenda; established a comprehensive plan including data capture, analysis, reporting, and optimization.

Framestore New York, NY

Engagement Director, May 2014 – November 2015

Key member of team responsible for launching the company's direct-to-brand creative services offering via the Framestore Campaigns department. Pitched and acted as primary client contact for the development of video, virtual reality, and augmented reality campaigns. Secured annual retainer for Magic Leap, the department's first client.

IPG Media Lab

New York, NY

Engagement Director, June – Sep. 2013; Engagement Manager, June 2012 – June 2013

Consulted with senior agency partners across the Interpublic portfolio on digital, social, and experiential campaign strategies for clients including Johnson & Johnson, JetBlue, Chrysler, and iHeartMedia. Led "Lab Days" for C-suite client executives; synthesized marketplace research into presentations tailored to each client's business.

BBDO

New York, NY

Account Manager, February 2011 – May 2012

Managed strategic recommendations, creative development, and integrated production for Johnson & Johnson's Baby and Desitin brands. Launched Facebook presence for Johnson's Baby, including branded page and consumer messaging. Led teams to build brand experiences rooted in marketplace insights that were validated through qualitative and quantitative research.

Night Agency

New York, NY

Account Supervisor, October 2010 – February 2011; Acc't Executive, May – October 2010

Spearheaded development of digital and experiential campaigns for key clients including Keds sneakers, Hanes Women's apparel, and Dial For Men personal care products.

Manhattan Marketing Ensemble

New York, NY

Account Executive, June 2009 – May 2010; Ass't Account Executive, June 2008 – June 2009

Managed marketing campaigns and led tactical execution of consumer research efforts for Palmer's Cocoa Butter and Nathan's Famous. Spearheaded new media approaches including Palmer's website redesign and Nathan's Famous' Facebook presence. Developed surveys on brand perceptions and product usage; solicited participation via online posts; managed data collection; led data analysis and insight development; and created reports for clients.

Coaching Experience**The Welcome Table at St. Francis Xavier**

New York, NY

Ambassador Program Co-Founder and Weekly Volunteer, April 2009 – Present

Co-founded the Ambassador project at the Welcome Table at St. Francis Xavier meal service in October 2012, establishing a team dedicated to guest support following several years of weekly volunteering. When acting as Team Leader, lead a group of volunteers who engage in coaching conversations and offer companionship to 500+ Welcome Table guests each week.

Pure Plenty

New York, NY

Founder and Professional Coach, October 2013 – July 2018

Established Pure Plenty coaching practice and programs to facilitate clients' personal and professional growth. Conducted one-on-one remote and in-person coaching sessions with private clients to support them in articulating goals, developing strategic plans for goal pursuit, encouraging aligned action, and creating systems to ensure accountability. Practice was closed in 2018 to avoid any conflicts of interest with academic research.