

Connor Phillips

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Education

- PhD City & Regional Planning, University of Texas at Austin - Ongoing
- Master of Urban & Regional Planning, University of California, Irvine - June 2020
- BA Public Health Policy, University of California, Irvine - June 2016

Publications & Presentations

- Phillips C, Pechmann C, Calder D, Prochaska JJ. Understanding Hesitation to Use Nicotine Replacement Therapy: A Content Analysis of Posts in Online Tobacco-Cessation Support Groups. *Am J Health Promot.* 2022 Jul 11;8901171221113835. doi: 10.1177/08901171221113835.
- Pechmann C, Phillips C, Calder D, Prochaska JJ. Facebook Recruitment Using Zip Codes to Improve Diversity in Health Research: Longitudinal Observational Study. *J Med Internet Res.* 2020 Jun 5;22(6):e17554. doi: 10.2196/17554.
- Pechmann CA, Calder D, Phillips C, Delucchi K, Prochaska JJ. The Use of Web-Based Support Groups Versus Usual Quit-Smoking Care for Men and Women Aged 21-59 Years: Protocol for a Randomized Controlled Trial. *JMIR Res Protoc.* 2020 Jan 14;9(1):e16417. doi: 10.2196/16417.
- Society for Research on Nicotine & Tobacco Annual Conference Podium & Panel Oral Presentation | San Francisco, CA | February, 2019 | “A Comparison of Facebook Campaign Success in Recruiting Ethnically Diverse Smokers Into a Social Media-Based Tobacco Treatment Trial”

Awards & Honors

- National Science Foundation Research Traineeship Fellow - 2022
- UC Irvine School of Social Ecology, Academic Excellence in Planning - 2019 & 2020
- Society for Research in Nicotine & Tobacco 2019 Conference Invited Panelist/Presenter
- UC Irvine Program in Public Health, Outstanding Recognition in Public Health - 2016

Professional Experience

Assistant Project Coordinator | Merage School of Business | May 2016 - August 2021

- Led advertising, outreach, and administration for a \$2.5 million NIH-funded smoking cessation research program studying the efficacy of Twitter-based support groups.
- Designed targeted Facebook advertising campaigns to increase racial and ethnic diversity of applicants to the Tweet2Quit program, boosting our non-white enrollment by 20%.
- Used advanced statistical methodology to analyze quit-smoking outcomes, supporting the creation of multiple publications in national public health journals.

- Authored a paper concerning the effects of nicotine replacement therapy user statements and beliefs about the product on adherence to treatment and abstinence from smoking.

Teaching Assistant | Program in Public Health, UC Irvine | Aug. 2015 – Jun. 2016

- Designed the technological infrastructure to facilitate a live, video-based class of 20 doctoral students focused on global public health leadership.
- Provided academic support, including holding office hours and student work feedback for the lead professor of the course.

Community Programmer | Mesa Court Housing, UC Irvine | Sept. 2014 – Jun. 2015

- Designed and taught course material for a 40-student college freshman class focused on interpersonal skill development, social and physical identities, and professional development.

Proctor & Admin. Assistant | Testing Center, UC Irvine | Jan. 2014 – Jun. 2016

- Proctored in-person and online tests for university students; performed general office management and public outreach for the testing center.