

**Benjamin Z. Churba**  
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(954) 475-4677

**Education:**

**University of Florida**

*Master of Public Health*, Concentration in Population Health Management  
College of Public Health and Health Professions  
**In Progress: Expected Graduation May 2023**

*Master of Science in Management*  
Hough Graduate School of Business  
**Graduated: August 2021**

*Bachelor of Science in Food and Resource Economics*, Concentration in International Food & Resource Economics  
College of Agriculture and Life Sciences  
**Graduated: December 2019 with Cum Laude Honors**

**Work Experience:**

**University of Florida – Gainesville, FL**

*Graduate Research Assistant August 2022-Present*

Assisting Dr. Young-Rock Hong in the Cancer Health Services Research Lab.

*Graduate Teaching Assistant August 2022—Present*

Assisting Dr. Nicole Marlow in holding office hours and grading homework and oral presentations.

Courses: Healthcare Data Analytics I & Healthcare Data Analytics II

*Undergraduate Teaching Assistant December 2019—May 2020*

Assisted Dr. Derek Farnsworth in International Agricultural Marketing in office hours, marketing plans, and exam preparation

*Undergraduate Teaching Assistant August 2019—December 2019*

Assisted Dr. Derek Farnsworth in Introduction to Agricultural Finance in office hours, lesson review sessions, and exam preparation

**Get Pikl'ed LLC – Ft. Lauderdale, FL**

*Co-Founder, Marketing Manager September 2018—March 2021*

Co-founded a pickle juice company based out of Fort Lauderdale, Florida. Led marketing and partnership efforts, including social media marketing plans, tradeshow scouting, and product development.

## **Cansortium Holdings LLC**

### *Marketing Consultant August 2018–December 2018*

Analyzed keyword search data and social media viewership data for AI ChatBot Project to better align marketing content with consumer preferences and improve patient experience. Crafted 30+ new product descriptions and developed social media content for Twitter, Facebook, and Instagram to enhance product awareness. Organized and responded to social reviews and business pages on Yelp and Google, leading to a 43% increase in response rate. Generated monthly and quarterly analytic reviews from social media data on 11K+ followers across 3 platforms.

### *Senior Summer Intern May 2018–August 2018*

Supported the Marketing team at Cansortium Holdings LLC, a \$7M+ medical cannabis company that grows, processes, and dispenses cannabis with a focus on compassionate care for patients. Consulted for projects in different markets including Florida, Pennsylvania, Texas, and Puerto Rico.

### *Summer Intern August May 2017–August 2017*

Generated a weekly nationwide internal newsletter regarding technological advancements and legal updates in the agricultural industry to educate and inform 50+ employees across the company. Researched and produced competitive analysis for potential new markets.

## **Publications and Presentations:**

### **[Accepted]**

**Churba, B.**, Wang, R., Carrier, A., Hong, YR. Opioid Use for Chronic and Acute Pains among Cancer Survivors during the COVID-19 Pandemic. UF Health Cancer Center Research Day 2023, Jan 11, 2023. [Poster Presentation].

**Churba, B.**, Wang, R., Carrier, A., Hong, YR. Opioid Use for Chronic and Acute Pains among Cancer Survivors during the COVID-19 Pandemic. PHHP Research Day 2023, Feb 9, 2023. [Poster Presentation].

Wang, R., Carrier, A., **Churba, B.**, Salloum, R., Hong, YR. Trends and Factors Associated with Secondhand Smoke Exposure among US Cancer Survivors, 2013-2020. UF Health Cancer Center Research Day 2023, Jan 11, 2023. [Poster Presentation].

Carrier, A., **Churba, B.**, Wang, R., Cho, H., Jo, A., Hong, YR. Smart Device Ownership and Health-Related Application Use among US Adults with Cancer. UF Health Cancer Center Research Day 2023, Jan 11, 2023. [Poster Presentation].

## **Extracurriculars:**

### **UF Community Health-Oriented Mentorship Program (CHOMP) – Gainesville, FL**

*Mentor September 2022–Present*

**USA Lacrosse – Sparks, MD**

*Women's Collegiate Lacrosse Associates Division 1 Rankings Chair Elect, Begins: June 2023  
Women's Collegiate Lacrosse Associates Division 1 Director of Statistics, August 2022–Present  
Southeastern Women's Lacrosse League Secretary, June 2022–Present*

**University of Florida Women's Club Lacrosse – Gainesville, FL**

*Head Coach/Director August 2020–Present  
Defensive Coordinator/Assistant Head Coach August 2017–August 2020  
Goalie Coach May 2016–August 2017*

**NAHSE Case Competition – Gainesville, FL**

*University of Florida Team Captain, October 2021–November 2021*

**Certifications:**

HIPPATraining.com – HIPAA Awareness for Healthcare Providers  
UF – HIPAA & Privacy - General Awareness; BBP/BMW General Training (1.7)  
FEMA – IS-00700.b; IS-00200.c; IS-00100.c; IS-11.A; IS-111.A; IS-10.A

**Professional Skills:**

Running statistics using SAS, Excel, and JMP  
Skilled in using Microsoft Office Suite (Word, Excel, Outlook, PowerPoint, Teams)  
Technical skills in Google Analytics and WordPress

**Awards & Honors:**

USA Lacrosse Women's Collegiate Lacrosse Associates 2022 Division 1 Coach of the Year  
College of Agriculture and Life Sciences Dean's List (Fall 2018–Fall 2019)  
Florida Bright Futures Academic Scholars Award Recipient (100%)  
Ranked as highly as #1 in the Nation in Public Forum Debate  
2014 Public Forum Debate State Champion