

Benjamin Z. Churba
chube01@ufl.edu
<https://www.linkedin.com/in/benjamin-churba/>
(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 Piki'd 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