Alexandra Abrahams

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Relevant Experience

COLORADO COORDINATED CAMPAIGN

Data & Analytics Director *(June 2020 - November 2020)*

- Hired, trained, and managed a team of three deputies and three associates to support a voter contact program that made 11.5m calls, sent 5.3m texts, and completed 52k volunteer action shifts, resulting in 868k contacts in 5 months.
- Built and tracked highly-targeted voter universes for direct voter contact across calls, texts, and digital ads to persuade and turn out voters for Democrats in all federal races in Colorado.
- Oversaw the development of 25+ automated reports and engineering products, including a custom peer to peer texting platform that innovated keeping the same sender number for each recipient for over 1m texts sent.
- Supervised rebuilding system for sending new sign-ups to organizers within 12 hours which allowed the organizing team to lead the country in the percentage of hot leads attempted week over week.
- Worked closely with partner campaigns to target universes and with the state party on data migration and standards.
- Trained organizers on VAN, administered VAN, and processed early vote and rejections data.

WARREN FOR PRESIDENT

Michigan Get Out The Vote Data Lead *(February 2020 – March 2020)*

Iowa Deputy Data & Analytics Director *(June 2019 – February 2020)*

- Built a program that emailed online signups to organizers twice a day, within hours of the initial sign-up. The workflow included a Google Sheets data entry system which moved data into VAN using the Google Drive and VAN APIs. This program allowed organizers to contact with online supporters within 6 hours of initial campaign contact.
- Engineered a data pipeline from MobilizeAmerica to VAN specifically for Get Out The Caucus (GOTC) events for improved flexibility and to match in-state data standards. The pipeline created and updated 360 GOTC events in MobilizeAmerica using the MobilizeAmerica and VAN APIs.
- Built a workflow for automatically creating a Google Sheets turf tracker for 120 staging locations. The workflow updated the prioritization of each precinct, allowing senior staff to re-prioritize precincts during GOTC.
- Built several reports for the IA relational organizing program and volunteer pipeline in D3.js on Civis Platform, Michigan's Percent to Goal (PTG) report, and Iowa's GOTC soft report, based on data submitted by every staging location director after every shift and calculated flake rates and reshift rates by location and shift.
- Created a program that emailed organizers every day with data on their progress to goal for GOTV shifts recruited and a list of their unclosed shifts. The system also sent region-level summary emails to regional organizing directors.

PRECISION STRATEGIES

Data Analytics Associate *(August 2018 – May 2019)*

Data Analytics Intern *(June 2018 – August 2018)*

- Engineered client dashboard web application using AngularJS, Express, and Vega, a D3.js-based library.
- Engineered a new, faster data pipeline for a client, primarily in Python and Pandas. Implemented new data definitions and wrote explanations for a non-technical audience and technical documentation for the client tech team.
- Automated the writing and running of standard SQL queries using the Civis Analytics API in Python.
- Scripted election night reporting programs in Python for key races, scraping data from state websites.
- Supported the DNC tech community team with VAN administration, model uploads, and Vertica help.

HILLARY FOR AMERICA

Data Analytics Intern (Organizing Analytics Subteam) *(August 2016 – November 2016)*

Education

HARVARD UNIVERSITY

A.B., Computer Science Degree. Graduated May 2018.
Transferred from studying politics and economics at Oxford University. Took a semester off to intern on Clinton campaign.

Skills

Proficient in HTML, CSS, D3.js, Tableau, VAN, SQL and programming in Python and JavaScript. Familiar with Selenium, Pandas, Pygsheets, BeautifulSoup, and Civis Python packages. Used AngularJS and Express. References upon request.