

Luke Steward-Streng

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Professional Summary

Innovative and detail-oriented Geospatial Analyst and Cartographer with over 8 years of experience in leveraging geospatial technologies for political campaigns, social initiatives, and public policy development. Proven track record of employing advanced GIS tools and data analysis techniques to provide strategic insights, enhance decision-making, and influence policy directions. Expert in creating visually compelling maps and reports that highlight demographic, socioeconomic, and spatial data trends. United States Marine Corps veteran and skilled communicator adept at working in fast-paced environments and collaborating with cross-functional teams to achieve objectives.

Professional Experience

Geospatial Analyst & Cartographer, Freelance & Volunteer

Various Locations | June 2008 - Present

- **Presidential Campaigns (3 Campaigns):**

- **Responsibilities:**

- Analyzed demographic, economic, and voting patterns to inform campaign strategies.
 - Created detailed maps for targeted outreach, identifying key demographic groups and regions.
 - Monitored and predicted voter turnout across different precincts using spatial analysis techniques.
 - Provided GIS support for logistics planning of campaign events, optimizing routes and locations.
 - Collaborated with data scientists to integrate geospatial data with social media analytics for comprehensive sentiment analysis.
 - Coordinated with local organizations to secure permissions for signature gathering in key locations, ensuring compliance with local regulations and laws.
 - Developed and maintained a dynamic dashboard to track progress towards signature goals, providing weekly updates to campaign leadership.

- **Accomplishments:**

- Enhanced voter outreach efficiency by 30% through the optimization of canvassing routes based on geospatial analyses.
 - Received commendation for the creation of an interactive map tool that improved campaign volunteers' engagement and planning.
 - Successfully identified and prioritized over 50 high-yield locations for signature gathering, contributing to the collection of signatures exceeding the target by 30% before the deadline.

- **Tools Used:**

- ArcGIS, QGIS, R for geospatial analysis, Tableau for data visualization

- **Senate Campaigns (2 Campaigns):**

- **Responsibilities:**
 - Produced thematic maps highlighting voter demographics and historical voting trends by district.
 - Assisted in redistricting analysis to understand potential impacts of boundary changes on voter distribution.
 - Conducted geospatial analyses to identify low turnout communities and focus outreach efforts.
- **Accomplishments:**
 - Facilitated a 20% increase in voter engagement in previously underrepresented districts through targeted campaign efforts informed by GIS analyses.
 - Contributed to a successful redistricting strategy that was commended for its fairness and strategic foresight.
- **Tools Used:**
 - ArcMap, ArcPro, R for statistical analysis
- **Initiative for School Choice:**
 - **Responsibilities:**
 - Mapped areas with schools under-performing academically alongside demographic data to identify communities to target for school choice initiatives.
 - Analyzed spatial accessibility to alternative educational institutions.
 - Conducted comprehensive geospatial analyses to identify high-traffic areas conducive to signature gathering.
 - Coordinated with local organizations to secure permissions for signature gathering in key locations, ensuring compliance with local regulations and laws.
 - **Accomplishments:**
 - Influenced policy changes by presenting compelling maps and analyses that highlighted areas where school choice could significantly impact educational outcomes.
 - Developed an interactive dashboard used to visualize and understand the potential impacts of proposed school choice policies.
 - **Tools Used:**
 - QGIS, ArcGIS Online for interactive web mapping
- **Initiative for Marriage Equality:**
 - **Responsibilities:**
 - Conducted spatial analysis on social media sentiment data to gauge public opinion on marriage equality by region.
 - Analyzed demographic data to target sympathetic communities and maximize engagement with potential supporters.
 - Created visualizations of demographic trends to identify supportive communities and areas requiring targeted awareness campaigns.
 - **Accomplishments:**
 - Developed a series of maps and infographics that were used internally to support greater efforts for marriage equality.
 - **Tools Used:**
 - R for social media scraping, ArcMap

Education

Bachelor of Science in Geography

University of Oregon, Eugene, OR | 2008

Skills

- Expertise in GIS software (ArcGIS, QGIS) and spatial analysis techniques
- Proficient in data visualization and mapping tools (Tableau, Carto)
- Experience using R for data wrangling and analysis (basic)
- Strong analytical and problem-solving abilities
- Excellent communication and presentation skills
- Ability to work collaboratively in team environments and under tight deadlines

Certifications

- Certified Geographic Information Systems (GIS) Technician

Professional Affiliations

- Member, American Association of Geographers
- Member, Urban and Regional Information Systems Association (URISA)