

ANNA CLARKSON

(206) 819-0426 | anna.clarkson@gmail.com | [linkedin.com/in/annaclarkson/](https://www.linkedin.com/in/annaclarkson/)

EXPERIENCE

National Public Radio – Washington, D.C.

Senior Research Analyst, Revenue

Research Analyst, Revenue

Data Analyst, Sponsorship and Development

November 2023 -

April 2021 - November 2023

May 2019 - April 2021

- Act as the primary point of contact for broadcast and digital metrics reporting for Corporate Sponsorship and Development teams - completed over 170 research requests and over 500 radio sponsorship proposals in 2023
- Analyze listener data and communicate key findings through memos and presentations to meet needs of internal constituencies
- Manage updates of recurring deliverables, such as the Competitive Media Report and annual Profile Report
- Work with staff across the organization to bring audience insights into the center of decision-making

National Public Radio – Washington, D.C.

Audience Insights & Research Intern

May - August 2017

- Analyzed listener habits and demographics; programmed surveys and coded survey data
- Answered time-sensitive research requests from employees, including using their databases to determine reach & frequency of a sponsorship campaign
- Assisted in the development of an annual report distributed to member stations, including audience demographics, attitudes, and purchasing information

Social Media Research – Elon, N.C.

Student Assistant

January - May 2016

- Worked with a Media Analytics professor to investigate the use of social media by anonymous users to express opinions, offer suggestions, and provide recommendations based on personal experience
- Collected, organized, and analyzed the data using tools including Excel, Google Sheets, and Tableau
- Used multiple skills to develop research questions and create scholarly writing

EDUCATION

Willamette University – Portland, O.R.

Masters of Science in Data Science

August 2024

Elon University – Elon, N.C.

Bachelor of Arts in Media Analytics, Minor: Criminal Justice Studies

May 2018

Study Abroad: Copenhagen, Denmark (focus on Strategic Communications)

Fall 2016

Honors: Dean's List, research selected for presentation at the AEJMC Midwinter Conference 2018

SKILLS

Analytics: SQL, R, Python, Google Analytics, Tableau, MRI-Simmons, Comscore, Prime Lingo (Nielsen), Tivian, SPSS | **Microsoft Office:** Word, Excel, PowerPoint | **Google Suite:** Drive, Docs, Sheets, Slides, Forms | **Web:** HTML/CSS, WordPress