Christopher Coger

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Education:

American University, Washington, DC   May 2008
     School of Public Affairs, Bachelor of Arts in Political Science

American University, Washington, DC   Winter 2008
     Center for Congressional and Presidential Studies, Campaign Management Institute

University of Exeter, United Kingdom   Spring 2007
     College of Social Sciences and International Studies, Study Abroad

Work Experience:

Nevada State Data Director, **Obama for America**, Las Vegas, Nevada   September 2011 – November 2012
- Managed a data and reporting team of five data specialists and analysts
- Managed a technology team of five engineers in an agile development environment
- Only battleground state with a state specific technology program; Nevada built four full-stack responsive Ruby-on-Rails web applications that were specific to Nevada's path to victory
- Created and implemented a data, targeting, technology, and analytics plans spanning six phases of the campaign (capacity building, caucus, voter registration, persuasion, early voting, get-out-the-vote)
- Managed a data-driven targeting program resulting in over five million calls and over one million knocks
- Created a web application which fueled a field program registering over ninety thousand voter applicants
- Developed a data and technology architecture which supported a state organization with over 160 field staff, 200 paid canvassers, 300 volunteer leaders, and 1,200 volunteers.
- Won Nevada by 6.68 points in a top tier battleground state

Senior Product Manager, **Catalist**, Washington, DC   September 2010 – September 2011
- Managed product development projects for all technology tools including Q tool 5.0, IO tool and IO tool APIs:
  - Product management liaison to the client services department, tech department, and senior management
  - Planned and tracked project timelines with stakeholders
  - Defined business requirements and maintained customer use cases and scenarios
  - Created wireframes, mockups, and detailed feature descriptions for the technology department
  - Managed testing and QA of deliverables during all phases of development
  - Created and maintained product rollout documentation
- Managed client side support for all production technology tools including Q tool 4.8, Q tool 5.0, IO tool and IO tool APIs:
  - Supervised first tier technical support staff
  - Provided second tier support
  - Determined and advanced third tier support issues to technical staff

Senior Account Executive, **Catalist**, Washington, DC   February 2010 – August 2010
- Created and maintained product rollout documentation and schedules for data services and technology tools
- Created and maintained business rules for data services and technology tools
- Client services liaison to technology department and data acquisition department
- Maintained all previous responsibilities from Account Executive position

Account Executive, **Catalist**, Washington, DC   January 2010
- Managed all non-federal campaign subscriber contracts
- Provided training and technical support to subscribers regarding Catalist's data services, technology tools, subscription pricing and other permissible products
- Responsible for external customer communications, including weekly email updates, twice-daily absentee vote and early vote briefings, product release announcements, maintenance and outage notifications and event invitations
- Responsible for developing and maintaining user guides for the Q tool (including QB and QSee) and IO tool
- Provided support to CEO and press advisors regarding press inquiries

Customer Service Representative, **Catalist**, Washington, DC   May 2008 – December 2009
- Assisted director of business development with all non-subscription associated ad hoc data sales, consultant contracts and analytics consultant contracts
- Assisted director of marketing with external marketing projects and tasks
- Assisted director of client services with client trainings and technical support service requests
- Planned and coordinated semi-annual customer summit
- Maintained and updated the website - http://catalist.us/
- Developed, implemented and maintained context sensitive help in the Q tool for versions 4.6 through 4.8
- Created and maintained internal wiki resource for the marketing and client services departments

Intern, **Catalist**, Washington, DC   Spring 2008
- Acquired voter file data from Secretaries of State, State and County Boards of Election, and local municipalities
- Processed voter file data using proprietary ETL tools
- Tested early stage software products during internal development phases
- Performed research regarding data sources for specialty lists

Intern, **Advocacy Data**, Washington, DC   Spring 2006 & Fall 2006
- Developed and generated reports for executive management tracking sales, contracts and prospective client contacts using Salesforce.com
- Performed demographic counts and email append counts for sales pitches
- Helped research and design a campaign management and GIS mapping tool for Ohio and California
- Provided technical support for clients in the United States Congress

Intern, **Leadership Initiatives**, Washington, DC   Fall 2004 – Fall 2005
- Developed and updated the website - http://www.leadershipinitiatives.org/
- Developed and implemented online fundraising program for the nonprofit organization
- Performed research and created written project reports about international community development

Skills:
- Expert in Microsoft Office, Google Apps, Salesforce.com, Adobe Photoshop, and GIMP
- Comfortable with SQL, UNIX, HTML, CSS, and XML
- Familiarity with Talend, Flash, MockingBird, Lumzy, LucidChart, and Pencil
- Proficient with Microsoft Project, TWiki, Atlassian JIRA, ArcGIS, and QuantumGIS
- Experience directing projects using Oracle, Oracle Enterprise Manager, Vertica Systems, PostgreSQL, PostGIS, Tableau Server, and Open Reports