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John Newsome
610 Broadway #434
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Dear Principal Newsome:

I share PEG's passion for advancing social equity through data-driven strategy. As a bilingual research analyst with extensive experience using data to drive social impact, I am excited to contribute to mission-driven work as an Analyst at PEG.

My experiences at the University of Pennsylvania and Stanford University have prepared me to use data to evaluate Theories of Change and improve program outcomes. At the Penn Development Research Initiative-DevLab, I have leveraged regression modeling, machine learning, [computer vision](#), and diverse datasets to deliver recommendations on the effectiveness of USAID-funded programs addressing rural poverty and deforestation in Africa and South America. At the Center for Social Norms and Behavioral Dynamics (CSNBD), I designed questionnaires and developed the analysis code for seven research manuscripts, drawing heavily on U.S. Census data to do so. This research highlighted actionable avenues for increasing access to higher education in the United States. At Stanford University, I conducted a cost-benefit analysis of survey providers, negotiated data collection contracts, and developed a custom [Python NLP tool](#) to collect data from over 1,000 college students. Ultimately, my team demonstrated that a simple communication technique can sustainably reduce political polarization.

I also bring the project management, Spanish language, and non-profit experience needed for this role from leading education programs in Mexico and the United States. I have been teaching languages and meeting learners where they are since 2017, when I inaugurated a business English course for women entrepreneurs in Oaxaca. Later, at Mural Arts Philadelphia, I leaned on community input to design a Spanish curriculum for direct service providers and taught it to more than 30 students. These experiences have strengthened my resourcefulness, flexibility, cultural humility, and capacity to communicate clearly with diverse audiences—capabilities that will empower me to develop close, effective client relationships.

In addition to these analytical, project management, and communication skills, my undergraduate education in Psychology honed my ability to conduct and document interviews. I have also received high praise for my presentations from Stanford SPARQ Director Dr. Hazel Rose Markus and IRS Acting Director of Fraud Enforcement Katie Fox. I am eager to apply my expertise and collaborative spirit to strengthening and scaling dynamic, mission-driven organizations advancing causes like reproductive healthcare or environmental protection. Thank you for your consideration. I look forward to discussing how I can contribute to PEG's mission.

Sincerely,
Ian A. Davis