

Justin C. Johnson

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EDUCATION

University of Maryland Baltimore County

Grad: May 2021

- *M.A. Economic Policy & Data Analysis*
- *B.S. Financial Economics*
- *B.A. Sociology*

Core Studies & Technical Skills

Finance & Economics

- Cost-Benefit Analysis
- Economic Forecasting
- Advanced Accounting
- Campaign Finance
- International Finance

Data Science & Analytics

- STATA, R, MySQL
- Python, Linux, QGIS
- ActionKit, NGP/VAN,
- QuickBooks, Excel
- Hubspot, GitHub

Public Policy & Administration

- Campaign Planning
- Budget Analysis
- Organizational Management
- Policy Development
- Program Evaluation

WORK EXPERIENCE

Digital Campaigns Analyst: Declaration for American Democracy Washington D.C (Jan 2021-Jul 2021)

- Worked directly under Executive Director, Director of Data Management, and Director of Communications of the Progressive Change Campaign Committee to coordinate digital content production and research analytics activities for the DFAD coalition's series of campaigns to build public support for voting rights legislation.
- Responsible for developing campaign's digital outreach strategy and performing mass outreach through email marketing and social media. Analyzed performance data related to email marketing, social media, and other digital fundraising efforts.
- Utilized ActBlue, Excel, R, Buffer Analyze, and QGIS software to track donor and supporter commitment, construct campaign operating budget, build interactive maps to chart campaign events, track outreach performance, and construct engaging data visualizations to aid campaign strategy.
- Additional tasks include database management, tracking financial deadlines, fundraising, mass outreach, data and policy research, digital fundraising, event planning, leadership development, and project management.

National Mobilization Coordinator: The Poor Peoples Campaign Washington D.C. (Jan 2020 - Jun 2020)

- Worked as a national lead coordinator with the Poor Peoples Campaign to mobilize over 1 million individuals across all 50 states for the June 2020 national mobilization and base-building campaign.
- Trained and prepared over 50,000 non-profit professionals, community organizers, and community volunteers on how to use digital platforms to base-build for mobilization campaigns. Trained staff and volunteers on phone banking, SEO, social media management, fundraising, database management, and more.
- Managed a team of over 80 phone bankers across Maryland, D.C., Ohio, Virginia, and Connecticut, successfully contacting over 300,000 households U.S. households and securing over \$100,000 in donations.
- Additional tasks included coordinating canvassing and phone-banking operations, fundraising, curating social media content, tracking finance deadlines, analyzing donor data, and general event planning.

Deputy Field Director: The Campaign for Joshua Harris Baltimore, MD (Jun 2017 - Nov 2018)

- Organized with core campaign team to coordinate field operations for Joshua Harris's 2018 electoral run for the Maryland General Assembly's 40th district office.
- Worked directly under Field Director to plan daily field activities, train volunteers, coordinate phone-banking operations, and maintain communication with treasurer to ensure that all financial reports were accurate and submitted on schedule.
- Used various campaign management software and databases such as NGP, VAN, Action Network, and Google Analytics to plot out territory for canvassing operations, craft voter surveys, analyze historic voter data, develop voter lists and campaign scripts, and report performance of various digital operations.
- Used media marketing software like Google Ads to execute media-awareness and capacity building projects that secured more than 50 long-term volunteers and over \$75,000 in donations.