Justin C. Johnson

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EDUCATION

University of Maryland Baltimore County   *Grad: May 2021*

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

Core Studies & Technical Skills

Finance & Economics	Data Software & Analytics	Public Policy & Administration
• Cost-Benefit Analysis	• STATA, R, MySQL	• Campaign Planning
• Economic Forecasting	• Python, Linux, QGIS	• Budget Analysis
• Advanced Accounting	• ActionKit, NGP VAN,	• Organizational Management
• Financial Modeling	• QuickBooks, Excel	• Policy Development
• International Finance	• Capital IQ, GitHub	• Program Evaluation

WORK EXPERIENCE

Digital Campaigns Analyst: Declaration for American Democracy   Washington D.C   (Apr 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 and campaign analytics strategy for the DFAD coalition's series of campaigns to build public support for voting rights legislation.
- Responsible for developing campaign's digital content strategy, performing mass outreach through email marketing and social media, and analyzing performance data related to email, social media, and digital fundraising efforts.
- Utilized ActionKit, Excel, Buffer Analyze, and QGIS software to track donor and voter commitment, manage campaign operating budget, developed interactive maps to chart campaign events, built dashboards to report outreach performance, and used data visualization to present strategic-findings to leadership.
- 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 around 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.

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

- Organized with core campaign team to coordinate electoral campaign for Joshua Harris's 2018 electoral run for the General Assembly of Maryland's 40th district office.
- Worked directly under lead campaign manager 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, assess the effectiveness of canvassing scripts, and analyze voter background data to craft more effective campaign messaging and target key constituents.
- Used media marketing software Google Ads to execute media-awareness and capacity building projects that secured more than 50 long-term volunteers and over $100,000 in donations.