

# Justin C. Johnson

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Web Portfolio Link: <https://jjustin1.github.io/jjustin1.githubwebportfolio/>

## EDUCATION

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### 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

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### **Digital Campaigns Analyst: Declaration for American Democracy Washington D.C (Jan 2021-Aug 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.

### **Market Research Analyst: Fostering Strategies San Francisco, CA (Dec 2020-Apr 2021)**

- Worked with the Fostering Strategies marketing firm to manage the databases of multiple U.S. non-profits to raise advertising and sales productivity by analyzing and improving digital marketing strategy.
- Responsible for using MySQL, Excel, and Salesforce software to pull performance data for social media operations (Twitter, Facebook, Instagram, Tik-Tok), performing consumer research to drive digital content strategy, and using PowerBI to craft detailed reports and dashboards that inform leadership on key social media metrics related to click rates, brand engagement, and sales conversions.
- Performed competitor analysis and descriptive research to formulate digital content strategy and identify product messaging, sales opportunities, and brand advantages.
- Additional tasks include social media management, graphic design, tracking financial deadlines, digital fundraising, data and policy research, event planning, and project management.

### **Deputy Field Director: The Campaign for Joshua Harris Baltimore, MD (Jun 2018- Nov 2019)**

- Organized with core campaign team to coordinate field operations for Joshua Harris's 2018 electoral run for the Maryland General Assembly's 40<sup>th</sup> 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.

**National Mobilization Coordinator at 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 technology to base-build for the campaign. Trained individuals on phone banking, SEO, social media, fundraising, database management, and more.
- Managed a personal team of over 500 phone bankers across Maryland, D.C., Ohio, Virginia, and Connecticut. Contacted over 250,000 households across the U.S. and secured over \$50,000 in individual donations.
- Duties in: Management, coordinating canvassing and phone-banking operations, training campaign members and volunteers, fundraising, curating social media content, tracking finance deadlines, and event planning.

**Researcher & Lead-Coordinator: Blueprint for Baltimore    Baltimore, MD    (Nov 2019- Jan 2020)**

- Partnered with the Open Society Institute, T-Rowe Price, CASA, and HR&A consultants to coordinate the Blueprint for Baltimore research campaign. This campaign was designed to collect and utilize data from Baltimore City residents to better equip city government with the ability to understand and serve the public.
- Lead personal campaign team of 5 part-time employees and 10 volunteers to build, collect, process, and analyze over 5000 surveys from all 12 Baltimore City legislative districts over the course of 3 months.
- Used R statistical software to analyze survey responses. Measured constituent's support for specific legislation, political attitudes amongst city residents, and performed regression analysis to measure the relationship between community characteristics and political behavior.
- Additional tasks included coordinating field campaign operations, fundraising, budgeting, processing payroll, consulting, data analysis, SEO, social media management, developing research methodology, and technical support.

**Junior Accountant: Bicycle Helmet Safety Institute    Baltimore, MD    (Oct 2018 – Feb 2019)**

- Provided accounting and data analytics services for the Bicycle Helmet Safety Institute, a non-profit organization providing safety products and educational services to bicyclists.
- Transferred organizations financial data into QuickBooks software and provided consulting for leadership on how to use various software such as excel, python, and PowerBI to manage and visualize financial performance.
- Completed in-depth analyses for business-optimization projects, reporting tools, and back-office programs. Analysis and optimization improvements resulting in labor cost drop of over 15%.
- Additional tasks included bookkeeping, general administration, financial modeling, sales forecasting, payroll, bank reconciliation, project consulting, and tracking various financial deadlines.

**Graduate Research Assistant: UMBC Economics Department    Baltimore, MD    (Sep 2019 - Jun 2021)**

- Worked alongside UMBC's Economics Department faculty to conduct research and data analysis on various economic and policy-related topics.
- Used STATA, MySQL, Excel, and Capital IQ software to measure the effects of the COVID-19 pandemic on U.S. IPO's, STEM educational attainment, unemployment, and business development
- Utilized STATA, R, Python, and QGIS software to develop maps measuring the effects of various Maryland zoning policies on community characteristics such as school performance, unemployment, and wealth inequality.
- Supported various UMBC faculty with duties such as writing journal articles, peer advising, delivering presentations, and ensuring communication between different departments.

**Black Census Project Field Organizer at Black Futures Lab    Atlanta, GA    (Mar 2018-Jun 2018)**

- Partnered with the Black Futures to coordinate field operations in the Baltimore Region for the Black Census Project, the largest survey of Black people conducted in the United States since Reconstruction.
- Responsible for training volunteers, obtaining physical and digital reports/surveys, and performing data entry.
- Co-managed field team of paid canvassers and volunteers that obtained over 3000 surveys from Baltimore City residents in a span of 1 month.
- Compiled weekly reports on progress, performed secretarial duties such as taking meeting notes, and assisted in compiling media content such as flyers, interviews, photographs, and social media posts.