

Jordan Nelson

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PROFESSIONAL EXPERIENCE

SMITHSONIAN INSTITUTION | WASHINGTON, DC

Online Fundraising Manager | Nov 2016 – Present

- Collaborate with Director of Online Engagement and Fundraising to steer institutional center of excellence for digital marketing and analytics for the Smithsonian's 29 museums, research and cultural centers, and the National Zoo
- Manage digital testing program, including implementing Bayesian analysis framework
- Design and build dashboards to report on campaign and ongoing 'heartbeat' metrics using R and Shiny
- Forecast fundraising performance for budgeting purposes using time series and SARIMA
- Implement ETL operations between digital CRM and database of record using R, Python, Selenium, and Docker
- Automate manual CRM tasks to free staff time for higher-order tasks using R, Selenium, and Docker
- Create APIs using R/Plumber, Python/Flask, and AWS/Heroku to facilitate dynamic images in marketing emails
- Spearhead implementation of wifi splash screen email acquisition pilot program (at National Air and Space Museum, National Museum of Natural History, National Museum of the American Indian, and Smithsonian Castle), including implementing splash screen and ETL operations between stakeholders CRMs
- Serve on Smithsonian's digital privacy working group to stay current on contemporary privacy issues and provide insights from a digital marketing perspective
- Serve as technical and analytics subject matter expert and liaise between Office of Advancement, Office of the Chief Information Officer, and external vendors during development and deployment of new digital initiatives (including the new Smithsonian American Women's History Initiative website, the redesigned Planned Giving website, and the redesigned Office of Advancement website)
- **Presented 2017 Rookie of the Year Award**

HUMANE SOCIETY OF THE UNITED STATES | GAITHERSBURG, MD

Digital Marketing Analyst | Aug 2016 – Nov 2016

- Principal digital analyst responsible for measuring, analyzing, and documenting impact of omnichannel efforts of a digital marketing team charged with raising more than \$16MM in annual revenue as well as reliably mobilizing constituents to deliver targeted advocacy actions (ranging from ~2.5MM to ~3MM per year) to legislators, corporations, and other decision-makers
- Leverage random forest, clustering and regression models to profile and segment audience
- Ensembled random forest, logistic regression, and survival analysis methods to provide insights to grow "Humane Heroes" monthly giving program consisting of ~40K monthly sustainers, including development of a monthly donor digital lifetime value metric
- Managed digital testing program, including implementing non-parametric methods to test low-volume, high-revenue digital properties
- Used support vector machines, random forest, and regression analysis methods to model email house file performance to advise Email Senior Manager on list hygiene practices to facilitate increased sender reputation scores and deliverability rates
- **Presented August 2016 Employee of the Month Award**

Digital Campaign Strategist | Aug 2014 – Aug 2016

- Strategized, stewarded, coded, and systematized online donation forms within Blackbaud Luminate Online
- Collaborated with email team and other digital stakeholders to develop digital campaign strategy and messaging for integrated marketing efforts
- Coordinated with Online Technology team to implement Google Tag Manager
- Implemented and analyzed web and email tests
- Developed automated reports and CRM scripts
- Troubleshoot and corrected errors related to donation form technical performance and data flowing into data warehouse
- **Presented March 2015 Communications Star Performer Award**

SMITHSONIAN ENTERPRISES | NEW YORK, NY

Assistant Billing and Renewals Manager | Jan 2014 – Jun 2014

- Managed *Smithsonian* and *Air & Space* magazines' billing and fulfillment budgets
- Maintained customer service vendor relations and reported on performance metrics to maintain high levels of customer satisfaction
- Created custom reports and dashboards within Google Analytics to provide ongoing and ad-hoc web traffic analytics and maintain data-driven culture around digital conversion properties
- Trained staff on Google Analytics best practices
- Analyzed web traffic data in Google Analytics to facilitate data-driven decisions during smithsonianmag.com site redesign
- Implemented new reporting architecture for redesigned site using Supermetrics and VBA

Renewals and Marketing Coordinator | Jan 2013 – Jan 2014

- Developed strategy, copy, and designs using Adobe Creative Suite for membership promotion campaigns
- Liaised with print and fulfillment vendor to ensure accuracy of print and audience segmentation specs
- Reported on performance of membership promotion campaigns
- Coordinated Display, PPC, and remarketing advertising campaigns using AdRoll, DART/DFP and Adwords

EDUCATION

THE COLLEGE OF WOOSTER | WOOSTER, OH

B.A., English | 3.66

- **Senior Independent Study Thesis:** A year-long research project composed of a 127-page critical analysis (entitled *Navigating the Labyrinth: Literary Imaginings of Center, Course, Horizon, and Repetition in the Form of the Labyrinth*) and an oral defense of the thesis
- **Junior Independent Study Thesis:** A semester-long research project culminating in a 66-page critical analysis (entitled *Traduttore, Traditore/Traitor, Trader: Re-Producing and Re-Presenting Culture in Writing and Translation*)
- **Awards:** Departmental Honors; Waldo H. Dunn Award for Most Distinguished Senior Critical Independent Study; Thomas D. Claeson Prize for Best Junior Independent Study; Donaldson Prize for a Critical Essay; Vonna Hicks Adrian Prize for a Critical Essay on Poetry; Donaldson Prize for Translation

GEORGIA INSTITUTE OF TECHNOLOGY | EDX

MicroMasters, Analytics

- MGT6203x: Data Analytics in Business (Summer 2018, 91%)
- ISYE6501x: Introduction to Analytics Modeling (Summer 2018, 92%)
- CSE6040x: Computing for Data Analysis (Fall 2018, 100%, instructor-endorsed answerer)

UNIVERSITY OF TEXAS AT AUSTIN | EDX

- UT.5.05x: Linear Algebra - Foundations to Frontiers (Spring 2019, 90%)

ANNE ARUNDEL COMMUNITY COLLEGE | EDX

- MAT-191: Calculus and Analytic Geometry 1 (Summer 2019, in progress)

HARVARD EXTENSION SCHOOL

- STAT-E150: Intermediate Statistics: Methods and Modeling (Spring 2016, B+)
 - Capstone Project: Applied ANOVA and multiple regression to develop a statistical model for comparing income inequality in United States metropolitan statistical areas using features from the Census Bureau's ACS 1-year estimates

MASSACHUSETTS INSTITUTE OF TECHNOLOGY | PROFESSIONAL EDUCATION

- Big Data and Social Analytics (2016)
- Data Science: Data to Insights (2016)

SELECTED SKILLS

ANALYTICS

- R
 - Tidvyerse/ggplot2
 - data.table
 - caret; MASS; glmnet; ranger; e1071
 - fitdistrplus
 - survival/survminer/BTYD
 - xts/forecast/prophet
 - Shiny/Flexdashboard
- Python
 - pandas
 - numpy; scipy
 - matplotlib; seaborn; bokeh
 - scikit-learn
 - network
 - TensorFlow; Keras
- Jupyter Notebooks
- SQL
- SPSS
- MATLAB
- Plotly
- Bayesian methods; JAGS

WEB

- HTML
- CSS/SASS
- JavaScript (ES6)/jQuery
- Bootstrap
- Mustache.js
- Google Firebase
- Google Tag Manager
- Adobe Analytics
- Jinja2/Pelican
- Flask
- Plumber
- Selenium
- Leaflet
- Docker
- AWS/Heroku
- Node/npm
- Git/Github