

## Nolen Phya

Brooklyn & Queens, NY

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## Skills

Mapping: QGIS, ArcGIS

Data & Analysis: R Studio, Stata, Excel, ActBlue

Design: RSketchUp, HTML, Adobe Creative Suite (Photoshop, Premiere, Illustrator)

## Experience

### **Massachusetts Institute of Technology, Cambridge - Research Assistant & Project Manager**

September 2022 - Present

- Played the role of project manager for Camfield Estates, a 102-unit Section 8 subsidized housing development in Roxbury and a 8-person competition team for the NHLBank 2024 Affordable Housing competition.
- Built, deployed and structured a nationwide survey of over 150 community based solar organizations. Utilized software such as Stata to synthesize the results and process it in QGIS and ArcGIS to produce geospatial products for academic research.

### **NYC Department of Housing, Preservation & Development - HOME Scholar**

June 2023 - August 2023

- Managed the outreach, data collection and documentation for the first 100 families participating in the Community Choice Demonstration study, a 30-year long research project created by the U.S. Department of Housing & Urban Development to investigate the impact of mobility services on the outcomes of about 2,000 voucher holding New Yorkers with kids.

### **Democratic Congressional Campaign Committee, Washington D.C. - Digital Strategist**

August 2021 - May 2022

- Bottomlined the outlining, drafting, loading and scheduling of solicitation and action-oriented emails/SMS messages for the Committee's national fundraising program on a daily basis during the 2021 year in which the committee raised a record-breaking \$146 million.
- Regularly managed the targeting, testing, tracking and optimization of user segments over 2 million names long. Designed & ran production for a limited-edition Shirley Chisholm sticker given to donors during Black History Month 2021.

### **SKDKnickerbocker, NYC - Strategy Associate**

September 2019 - August 2021

- Designed and launched digital content for clients such as the NAACP, Delivering Democracy including but not limited to social posts, graphics, videos, ads and interview features. Monitored social channel metrics for clients on platforms like Twitter, Instagram, and Facebook, tracking, monitoring, and analyzing each for KPI success.
- Managed the digital mailing and fundraising efforts of multiple high profile nonprofits, PACs & independent expenditure organizations. Took point on the copy editing, tracking, and analysis of mailing programs with 80,000+ subscribers through the 2020 election cycle.

## Education

### **Massachusetts Institute of Technology, Cambridge, MA - Masters in City Planning**

September 2022 - expected May 2024

### **Columbia University, New York, NY - Bachelor of Arts in Political Science, Specialization in American & Comparative Politics**

September 2015 - May 2019

## Leadership & Activities

### **PISTE Academy & AmeriCorps VISTA, NYC - Fencing Coach & Grant Coordinator**

December 2021 - Present

- Successfully applied for a NYC City Council discretionary fund grant to help pay for academy needs.
- Gave private lessons and worked 1v1 with students as part of the program's development goals. Helped organize and coach new students and parents through the competition registration, travel and game day process.