

# Sam Edelstein

241 Buckingham Ave.  
Syracuse, NY 13210

<http://www.linkedin.com/in/samedelstein>

Phone: 202-743-8536  
Email: sam.i.edelstein@gmail.com

## Education

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**Syracuse University, School of Information Studies** (Syracuse, NY) May 2016 (exp)

M.S. Information Management (GPA 3.94/4.0)

Certificate of Advanced Study, Data Science

- Learn to solve problems using data and information to build and implement creative solutions
- Skills learned include: R, Microsoft SQLServer, SQL, data visualization, data scraping, business intelligence, project management

**Syracuse University, College of Arts and Sciences** (Syracuse, NY) May 2007

Dual B.A. Economics, Policy Studies, Minor: Political Science (GPA 3.4/4.0 *cum laude*)

## Work Experience

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**Syracuse University**, Syracuse, NY 2012 - Present

*Assistant Director, Alumni Relations*

- Created models to analyze email effectiveness and made recommendations about how to better send emails, including through list segmentation and mobile-friendly design, resulting in higher open and click-through rates
- Use alumni data to determine who is most likely to attend future events and what characteristics are common among different alumni segments, including donors and volunteers
- Presented to senior staff on best practices for email metrics and post-event surveys which resulted in more strategic emails and increased information collected about alumni
- Supervised employee responsible for, and resulting in, improved accuracy in database records

**Cultural Tourism DC**, Washington, DC August 2011 – July 2012

*Communications Associate*

- Served as the deputy project manager for developing and tracking the scope and budget for a mobile website design that resulted in a successful, on-time project launch
- Created content for social media outlets and newsletters using A/B tests to help create the most effective messaging and fine-tune organizational strategy, increasing subscribers by about 20 percent
- Developed a database for volunteers to remotely update an online event calendar on the organization's website

**Sacandaga Consulting and Communications**, Northville, NY January 2011 - July 2012

*Project and Operations Manager*

- Developed program evaluation tools to help client organizations better measure the impact of their work
- Created, through extensive research, a database of potential classroom and library contacts in developing countries through which an education foundation client could offer its free educational resources
- Assisted in writing proposals to solicit work, including developing business strategy and project budgets
- Managed project and organizational budgets and billing for work completed, and ensured smooth administrative operation of business, including compliance with state and federal tax regulation

**Ichung Middle School**, Songtan, South Korea October 2009 – October 2010

*English Teacher*

- Used emerging technology to teach English language skills and culture to individuals and in large class settings
- Lived and worked in a new culture and learned customs necessary to assimilate in a professional setting, building relationships with coworkers with limited or nonexistent English proficiency

**ICF International**, Washington, DC June 2007 – June 2009

*Research Assistant*

- Developed a data-driven tool to match mentors and mentees based on their core competencies and career goals, resulting in strong mentoring relationships and overwhelmingly positive feedback for the firm
- Served as deputy project manager for key Bureau of Economic Analysis project, drafting project scope, coordinating with subject matter experts to ensure work could be done, and tracking budget expenditures
- Represented the organization in federal agency meetings, and maintained strong relationships with clients
- Designed and facilitated surveys and focus groups, and wrote reports delivered to managers at government agencies, including the Federal Aviation Administration, who adopted recommendations for future project changes