

SAMUEL FORREST WILLIAMS

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Data Analyst - Strategic Campaign Operations

Creator of data-driven strategies to tackle complex challenges—transforming big data into actionable insights, optimized workflows, and informed decisions. Tier 4 Federal Clearance Active.

TECHNICAL SKILLS

Git | **SQL, dbt** | **Python** (Pandas, ML, Scraping, NLP) | **GIS** (GeoPandas, QGIS, Shapely) | **Google Suite** (BigQuery, Looker Studio, Apps Script, Sheets) | **Dashboards** (Tableau, Hex) | **Visualizations** (Matplotlib, Seaborn, Plotly)

EXPERIENCE

Deputy Data Director, *Arizona Democratic Party - Coordinated Campaign*, Phoenix, AZ 05/2024 - 11/2024

- Analytics:** Built detailed reports, visualizations, and dashboards on historical voting trends, turnout patterns, and county vote tally cadences that updated in real time.
Conducted precinct performance and outstanding ballot analysis to guide targeted canvassing and ballot cure efforts during and after election.
- GIS:** Managed all GIS and mapping priorities across campaign departments, aggregating voter data (party affiliation, support scores, past voter behavior) along precinct, county, legislative district, and tribal land levels.
Developed a Voronoi-based model to identify vote centers serving the most registered voters, directing the strategic allocation of 1,863 credentialed poll observers.
- Election Administration:** Created a standardized database of Arizona's 1000+ voting and dropbox locations for administering iwillvote.com.
Produced reports for legal team to identify voting location coverage gaps, successfully advocating County Boards to open new polling sites in remote tribal areas of Navajo County and extend early voting at UofA and NAU campuses.
- Political Coalitions:** Provided insights on Latino, Black, Native, and Mormon voters to guide coalition-building and outreach, and directing event placement and high-profile surrogates to relevant areas across the state.

Clearance Investigation Adjudicator, *U.S. Dept. of Commerce, Bureau of Census*, New York, NY 03/2019 - 03/2023

- Adjudicated federal background clearance investigations for suitability in Public Trust and National Security roles.
- Created legal interrogatories, advisement letters, and SOPs based on OPM suitability guidelines, adopted agency-wide to streamline investigations and reduce clearance processing times by resolving bottlenecks.
- Selected to specialized team for high-risk case adjudications, resolving 400+ Major/Substantial Issues cases to comply with Dept. of Commerce Office of the Inspector General.

Immigration Legal Counselor & Partnership Specialist, *New Americans Initiative*, New York, NY 01/2017 - 03/2019

- DOJ-accredited legal counselor; guided clients through immigration benefits processes, including Naturalization, DACA, TPS, and Removal Proceedings.
- Orchestrated a 2-day Naturalization Fair with NY-09 Congresswoman Yvette Clarke's office, processing 250+ naturalization applications, meeting annual goals, and assisting partner organizations with surplus client referrals.

TECHNICAL PROJECTS

Building a Party Support Model & 2022 Midterm Voting Behavior - [[Github Link](#)]

Employed the 2021 American Community Survey (demographic, housing, economic, and social profiles) to create 450 unique features for predicting Partisan Voter Index (PVI) scores across all 435 U.S. congressional districts.

- RidgeCV model correctly predicted PVI scores of post-redistricting U.S. congressional districts with R^2 accuracy of .92 and within 4.3 percentage points of true PVI.
- Created interactive dashboard to present insights on PVI score, 2022 electoral margin, U.S. Representative info, and visualizations for top predictive features. Allowed user input to adjust turnout metrics and see changes in election outcomes.

NLP Analysis of Messaging for 2022 Democratic Candidates - [[Github Link](#)]

Used unsupervised learning to analyze the campaign tweets of Reps. Chris Deluzio and Marie Gluesenkamp-Perez, two Democratic candidates who significantly overperformed in Republican-leaning districts.

- Applied Non-Negative Matrix Factorization (NMF) on GloVe-embedded Twitter data to uncover distinct messaging themes, highlighting differences in strategies around union solidarity, reproductive rights, and anti-extremism.

EDUCATION & TRAINING

University of North Carolina, Chapel Hill, NC
B.A., Chemistry and Political Science

Flatiron School, New York, NY
Immersive Data Science Bootcamp program

Arena Academy, Atlanta, GA
Data Track

CUNY Law School, New York, NY
Immigration Law DOJ Accreditation

OPM Suitability and Fitness
Adjudications, Slippery Rock, PA