



# Trevor Wong

Analytics Professional

@ trevor@trevorwong.com

## Skills

### SQL



PostgreSQL,  
Vertica, Presto,  
Spark

### Business Intelligence



Tableau, Looker,  
Google Data  
Studio, Power BI

### Demographic Appends



## Education

### University of Washington

Certificate in Geographic Information Systems (GIS)

2010-2011

*2nd Place, Richard 'Dick' Thomas Student Presentation Competition, Washington GIS Conference, 2011*

### University of Washington

B.A. in Political Science, minor in Chemistry

2003-2008

### Spatial Analysis



PostGIS, ArcGIS,  
QGIS

### Training - Data Skills



SQL, QGIS, Excel

### Public Opinion Research



Seasoned Data Analyst with 12 years of expertise in various SQL dialects and spatial analysis. Proficient in BI Tools such as Tableau, Looker Studio, and Power BI. Known for discovering actionable insights and delivering compelling presentations to stakeholders. Conducted training sessions on GIS and other data-related skills.

## Experience

### Amperity

Senior Analytics Consultant

May 2022 - Current

Seattle, WA

- Served eight client companies in retail, travel, and transportation industries ranging from \$10 million to \$10 billion in revenue
- Produced and presented email campaign reporting to demonstrate effectiveness of multi-flight campaigns
- Used Regex parsing on 32,000 unformatted data fields to analyze customer spending and lead-to-sale timing
- Developed method for appending demographic information to 135 million limited PII records
- Created statistical model assigning gender probabilities from 157 nationalities and ethnic groups to limited PII customer records, improving prediction rates by 25% over existing model
- Drove adoption of in-platform client-accessible reporting

### BlueLabs

Project Manager, Campaigns & Ripple

March 2020 - April 2022

Washington, DC (remote)

- Analyzed demographic data, historic election results, and past violations of voting rights to geographically target areas in need of Voter Protection support during the 2020 election
- Validated person-level religiosity models and generated insights and use-cases for client
- Created analysis and reports of client-facing influencers database to demonstrate value to customers and reference for relationship expansion
- Performed network graph expansions using Python and Gremlin Querying Language
- Generated and delivered survey samples from occupation and donation data
- Produced crosstabs illustrating changes in elite attitudes towards COVID response & corporate sentiments

### Catalist

Tools Support Engineer

November 2017 - February 2020

Washington, DC (remote)

- Transitioned user creation workflow to incorporate third party SSO vendor
- Created Tableau reporting of user behavior for product optimization
- Designed user permissioning structures for next generation identity resolution platform

### Democratic Congressional Campaign Committee

West Regional Targeting Director

August - December 2014

Washington, DC

- Worked with 15 Congressional campaigns and 6 state parties to create voter contact universes and plan Get Out the Vote (GOTV) efforts
- Coordinated the creation and validation of candidate specific Congressional support models
- Produced daily quantitative reports from SQL databases reflecting progress towards goals
- Ran internal Interactive Voice Response (IVR) polling operation for 9 states including modeling and weighting of poll samples

## Experience (cont.)

**Hillary for America** **June - November 2016**  
Battleground States Analytics Lead / GIS Administrator Brooklyn, NY

- Led Strategic planning and goals creation for national field program with over 2,600 organizers and 1.8 million volunteers
- Deployed PostgreSQL/PostGIS geodatabase and other GIS tools to 70 state analytics staff
- Developed geographic reporting
- Established metrics, analytics frameworks, and data reporting tools to assess voter contact performance in Ohio, Pennsylvania, and Virginia
- Optimized Iowa early vote locations using spatial analysis to maximize turnout

**Obama for America** **April - November 2012**  
Deputy Data Director / GIS Analyst Denver, CO

- Optimized deployment of field staff and resources using ArcGIS 10.1 cartography
- Determined GOTV planning goals using ballot return rate projections and density mapping
- Created statewide technical support system for 250 staff across 3 departments

## Projects

**Chefs For The Polls** **September 2020 - January 2021**  
<https://wck.org/news/chefsforthepolls>

Created model forecasting voting irregularities in FL, GA, and NC. Used Google Civic API to scrape polling locations. Performed Spatial Analysis to determine locations that could serve multiple voting sites.

BlueLabs

**Understanding Policy Influencers' Priorities in a Post-COVID World** **March - June 2020**  
<https://www.slideshare.net/GloverParkGroup/navigating-covid19-may-26>

Survey of Policy Influencers (Elected Officials, Staffers, Business Leaders, Major Donors) attitudes toward COVID response. Findings include heavy political polarization with a small group of persuadable Republicans.

BlueLabs

## Volunteering

**Recount 2020** **September 2020 - January 2021**  
Arizona Data Director  
Led Recount 2020's data operations for Arizona

**Change the Game** **August 2017**  
Data BootCamp Trainer / Coach

- Trained students on SQL, GIS, and Voter Activation Network (VAN)
- Coached students through two week bootcamp designed to empower historically underrepresented communities with political data tools and hard/soft skills
- Curriculum included Excel, VAN, GIS, SQL, Fundraising, Reporting, Data Management & Visualization, and Redistricting

**Wellstone Action** **February 2016**  
Data BootCamp Coach

Coached students through an intensive six day bootcamp designed to prepare the next generation of political data professionals. Students went on to work in multiple states and organizations in the 2016 campaign.

## References

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