ALEXANDRA ABRAHAMS

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Relevant Experience

DEMOCRATIC PARTY OF WISCONSIN
Data & Analytics Director (March 2021 - May 2023)
- Managed a team of up to 5 data staff to support voter contact programs in multiple statewide elections over two years, including the 2022 Governor and Senate elections, 2023 State Supreme Court race, and 2021 DPI race.
- Built voter universes for field and for digital ads, as well as external partner campaigns' paid media efforts.
- Built the main early voting report used for decision-making by progressive groups across Wisconsin.
- Analyzed 2022 and 2023 election results and turnout in R in a comprehensive post-election report and presented findings to internal and external audiences, including donor table and senior campaign staff.
- Engineered workflow for automatically generating MiniVAN numbers for canvassing, using correct script and campaign data for every ward, and then pushing that data to over 100 staging location tracker Google Sheets during GOTV days.
- Wrote SQL code for prioritization of polling locations for poll observers assignment.
- Wrote Python programs for ingesting and transforming early vote and dropbox location data.
- Built Google Looker reports on organizing program health and direct voter contact efforts.
- Executed randomized controlled experiment on boosting absentee voting request rates and co-wrote results report.
- Trained staff, volunteers, and partner organizations on universes, VAN standards, and usage of models.

COLORADO COORDINATED CAMPAIGN
Data & Analytics Director (June 2020 - November 2020)
- Hired, trained, and managed a team of 3 deputies and 3 associates to support a voter contact program that made 11.5m calls, sent 5.3m texts, and completed 52k volunteer action shifts, resulting in 868k contacts in 5 months.
- Built and tracked highly-targeted voter universes for direct voter contact across calls, texts, and digital ads.
- Oversaw the development of 25+ automated reports and engineering products, including a custom peer to peer texting platform that innovated keeping the same sender number for each recipient for over 1m texts sent.
- Supervised rebuilding system for sending new sign-ups to organizers within 12 hours which allowed the organizing team to lead the country in the percentage of hot leads attempted week over week.
- Trained organizers on VAN, administered VAN, and processed early vote and rejections data.

WARREN FOR PRESIDENT
Michigan Get Out The Vote Data Lead (February 2020 – March 2020)
Iowa Deputy Data & Analytics Director (June 2019 – February 2020)
- Built a program that emailed online signups to organizers twice a day, within hours of the initial sign-up. The workflow included a Google Sheets data entry system which moved data into VAN using the Google Drive and VAN APIs. This program allowed organizers to contact online supporters within 6 hours of initial campaign contact.
- Engineered a data pipeline from MobilizeAmerica to VAN specifically for Get Out The Caucus (GOTC) events for improved flexibility and to match in-state data standards, using the MobilizeAmerica and VAN APIs.
- Built a workflow for automatically creating a Google Sheets turf tracker for 120 staging locations.
- Built several reports for the IA relational organizing program and volunteer pipeline in D3.js on Civis Platform, Michigan's Percent to Goal (PTG) report, and Iowa's GOTC soft report.

PRECISION STRATEGIES
Data Analytics Associate (August 2018 – May 2019)
Data Analytics Intern (June 2018 – August 2018)
- Engineered a new, faster data pipeline for a client, primarily in Python and Pandas.
- Automated the writing and running of standard SQL queries using the Civis Analytics API in Python.
- Scripted election night reporting programs in Python for key races, scraping data from state websites.
- Supported the DNC tech community team with VAN administration, model uploads, and Vertica help.

Education

HARVARD UNIVERSITY
A.B., Computer Science Degree. Graduated May 2018.
Transferred from studying politics and economics at Oxford University. Took a semester off to intern on Clinton campaign.

Skills

Proficient in HTML, CSS, D3.js, Tableau, Google Looker, VAN, SQL and programming in Python, R and JavaScript. Familiar with Selenium, Pandas, Pygsheets, BeautifulSoup, and Civis Python packages and ggplot2 R package.