



Trevor Wong

Analytics Professional

@ trevor@trevorwong.com

Skills

SQL



PostgreSQL, Vertica, Presto, Spark, BigQuery, Snowflake

Retail Analytics



Discounting, Marketing Measurement, Customer Segmentation, Site Selection

Training/Mentorship: Data Skills



SQL, QGIS, Excel

Project Management



Git, Jira, Asana, Confluence

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

Business Intelligence



Tableau, Looker, Google Data Studio, Power BI

Marketing Analytics



Email, Direct Mail, Paid, Social

Presentations



Powerpoint, Google Slides, Keynote

Python



Pandas, Gremlin

Seasoned Data Analyst with 12 years of expertise in various SQL dialects and retail/marketing analysis. Proficient in BI Tools such as Tableau, Looker Studio, and Power BI for creating dashboards and decks. Known for discovering actionable insights and delivering compelling presentations to stakeholders. Experienced trainer and mentor of students and junior employees.

Experience

Amperity

Senior Analytics Consultant

May 2022 - January 2024

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 marketing campaigns
- Parsed 32,000 unformatted data fields with Regex to analyze customer spending and lead-to-sale timing by acquisition channel
- Developed method for appending Census & other demographic information to 135 million limited PII records
- Identified hidden growth opportunities for retail client by analyzing their eComm, in-store, and omnichannel customers
- 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
- Collaborated with Product team to drive 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
- 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
- Developed and delivered 30 survey samples based on 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

Hillary for America

Battleground States Analytics Lead / GIS Administrator

June - November 2016

Brooklyn, NY

- Managed six state analytics teams with 24 total staff, aiding their efforts in voter contact, organization building, and resource allocation
- Led strategic planning and goals creation for national field program with over 2,600 organizers and 1.8 million volunteers
- Designed and deployed PostgreSQL/PostGIS geodatabase to 70 state analytics staff
- Recommended Iowa early voting sites using spatial analysis to maximize turnout within underrepresented communities

Interests

Cartography

Cycling

Boardgames

Kayaking

Projects

Chefs For The Polls

September 2020 - January 2021

A World Central Kitchen Initiative

<https://wck.org/news/chefsforthepolls>

World Central Kitchen (WCK) planned to place food trucks outside polling locations for the 2020 General and 2020 Georgia Runoff elections.

- Created a model to forecast voting irregularities in FL, GA, and NC
- For additional data, scraped polling location precinct assignments using the Google Civic API
- Used Spatial Analysis to determine food truck locations that could serve multiple priority voting sites

BlueLabs, Democracy, Voting

Understanding Policy Influencers' Priorities in a Post-COVID World

March - June 2020

<https://www.slideshare.net/GloverParkGroup/navigating-covid19-may-26>

Surveyed Policy Influencers (Elected Officials, Staffers, Business Leaders, Major Donors) about their attitudes toward government COVID responses. Findings include:

- Attitudes towards the government's response to the COVID pandemic split along political affiliation.
- A small group of Republicans, many employed by local governments, was receptive to messaging on the public health threat posed by COVID-19.

BlueLabs, COVID-19

Volunteering

Recount 2020

September 2020 - January 2021

Arizona Data Director

Recount 2020 was a project to provide data and analytics support to legal efforts around the 2020 election. I led Recount 2020's data operations for Arizona. Duties included projecting likelihood of a recount, preparing for ballot curing, and creating data pipelines of election result data.

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.

Humanitarian OpenStreetMap Team

April - May 2015

Cartographer

Mapped remote regions of Nepal in response to 25 April Gorkha earthquake. Our team created maps of pre-quake structures for rescue teams to use when searching for survivors.