

JOHN ROBERSON

Chapel Hill, NC

johnroberson2015@gmail.com

linkedin.com/johnbroberson

+1 (919) 225-0485

EDUCATION

BA UNC Chapel Hill, *Public Policy* with Honors, Phi Beta Kappa May 2019
Cumulative GPA: 3.83 – Major GPA: 4.0 – Dean's List Every Semester in Attendance
Minors in *Philosophy, Politics, & Economics* and *Social & Economic Justice*
MacDonald Community Service Fellow, Buckley Public Service Scholar
Coursework: INLS 625 Information Analytics, PLCY 460H Quantitative Methods for Public Policy

WORK EXPERIENCE

Finance & Compliance Associate, North Carolina Democratic Party May 2017 – December 2018
First-ever salaried employee while still an undergraduate (Summer '18)

- **Data and Research:** built targeted fundraising lists using vendor and NCDP scores; used the voter file (Votebuilder), NGP, BSD, and ActBlue for record-keeping; used Excel and WhoopDeDupe (VF-matching program) to manipulate data between databases and online sources
 - Project example: built system for preparing State Board scrapes for NGP upload, which cut time for monthly task of uploading thousands of rows of information from >1 hour to <5 mins
- **Other Duties:** managed expenditures and receipts, regularly assisted in both federal and state campaign finance report reconciliation, wrote and consulted on external communications, planned party events, designed branded documents, event logos, social media graphics
- **Management:** interviewed, taught, and supervised two interns each semester and summer

RESEARCH EXPERIENCE

Honors Thesis, UNC-CH Department of Public Policy August 2018 – April 2019
Social Media News Use, Political Knowledge, and Voting in the 2016 Election

- **Data:** 2016 CCES Common Content (survey data, unweighted $n = 64,600$)
- **Program Used:** Stata (svy*, factor/rotate, margins, eststo/esttab, coefplot), R (ggplots, mapping)
- **Methods:** exploratory factor analysis, logit & fractional logit regressions, margins

Term Project, UNC-CH Graduate School of Information & Library Science 625 Spring 2019
Predicting Congressman interests (topic-areas), 1990-2018

- **Data:** floor speech content, roll-call vote histories, district-level Census data from AFF
- **Programs/Packages Used:** Python, Weka, KNIME
- **Methods:** web scraping, natural language text processing, API requests, multiple supervised machine learning model sets

Research Assistant, UNC-CH Department of Sociology Spring 2017
News story research, sorting, and coding in database: "Protest in 45's First 100 Days" Lab

PROGRAMS, SKILLS, AND LANGUAGES

Data Mining Programs: KNIME & Weka

Statistics Programs: Stata, transitioning to R

Programming Languages: Python, enough HTML to scrape it, LaTeX

German: CEFRL B2 "Upper Intermediate" – listen to native 6 o'clock news, daily

Graphic Design: Illustrator (primary) & Photoshop

Certifications: UNC LGBTQ Center "Safe Zone" and "Safe Zone: Gender Identity"

MS Office: Mail-merging, PivotTables, data normalization with Excel, dedupe, VLOOKUP & Index/Match