brittany bennett // *data person*

RELEVANT EXPERIENCE

Data Director
Working Families Party
Recruited to lead the analytics and engineering for one of the largest progressive electoral orgs. *2022-Present*
Management & Leadership

- Led the vision for how Working Families Party could leverage engineering and analytics to win more elections and build more people power, with an eye for adopting modern data stack best practices, investing in engineering infrastructure, and building systems that both scale and work for organizers.
- Implemented a ticketing system built on top of Asana to field incoming requests from colleagues, facilitate ease of delegation among my team, and ensure that no balls got dropped. I built relationships with key organizers and within months my ticketing system had been adopted by every member of staff.
- Established relationships with key stakeholders and leaders to uncover areas where analytics and engineering could aid the organization, including our Digital Director, Operations Director, Development Directors, CFO, COO, state party leaders, Organizing & Technology Directors, and more.
- Managed WFP's sole data engineer through an effort to refactor every line of legacy code in our code base, which was written in uncommented JavaScript, into Python that used modern data stack principles, and led the migration of our engineering infrastructure off Civis and on to Prefect.
- Envisioned a new process for managing WFP's candidate questionnaires and endorsements—one of the most critical operations of the Party—such that WFP could have a central source of truth for all of its endorsed candidates across all of its state parties while making the entire process less prone to failure.
- Hired an analyst, data engineer, analytics engineer, software engineer, and product director.

Technical Work

- Supported 10+ races during the 2022 primary and general elections with analytics, including developing and maintaining several dashboards to track key field metrics daily, empowering organizers with never-before insight into the impact of their work. My work also allowed our development and operations team to understand our electoral impact and spending in a way they had never been able to before.
- Led the development of WFP's dbt project, transforming raw tables into organization-facing logic to empower end users to answer their own questions. Built the dbt project from scratch in 4 months during the 2022 cycle to meet the organization's most pressing analytical questions on both WFP's member and volunteer organizing and electoral races.
- Transformed millions of rows of messy organizing data across half a dozen voter contact tools into normalized models, with an eye for cleaning up fields with human-made errors, to be able to know our attempts and positive IDs quickly and accurately across hundreds of races on both sides of the firewall.
- Engineered the back-end infrastructure for WFP's novel postcard program, in which organizers built lists of friends and family with the relational app Reach that WFP would target with personalized postcards. The backend pooled together data from Mobilize, Reach, and the voter file to synthesize a de-duped list of volunteers and their lists, in addition to analytics that supported the volunteer side of the program.
- Automated the compilation of voters we canvassed that agreed to volunteer across multiple voter contact tools into our CRM so that our canvassers could more easily and quickly shift them.

Data Director
Sunrise Movement *2020-Present*
Created the data infrastructure and data-driven culture in a 100-employee org leading a 100k-member movement
Management & Leadership

- Co-led Sunrise's 2020 electoral strategy in partnership with the National Field Director to create a data-driven approach to voter contact: focusing on universe targeting, coaching organizers in best practices, and project-managing our distributed organizing teams. This strategy enabled our team of 12 organizers to reach 2.5 M voters.
- Invested in, mentored, and taught 3-4 junior analysts who had never coded before joining my team how to code in SQL and Python in addition to using software engineering best practices such as version control and testing. Created a team culture of growth, where everyone strives to learn more and improve their skills.

- Served as a partner to the Fundraising Director to ensure funders had up-to-date data on our membership and hub size, demographics, and organizing success of our programs.
- Set OKRs in partnership with the Organizing Director, engineered the data collection system, and kept the Organizing Director up to date with the progress of their OKRs through dashboards and reporting.

Analytics Engineering

- Led a team of 3-4 analysts and engineers to build out Sunrise's data infrastructure from scratch; set up ELT pipelines in Redshift, brought in modern data tool to our tech stack to modularize our analytics workflow, set up testing to maximize data up-time and accuracy, and built out dashboards to democratize insight.
- Reduced our welcome text time from 24-hours to 15-minutes leveraged the EveryAction API in Python to increase the efficacy of new contacts joining our weekly welcome call.
- Engineered a macro using dbt and Jinja to centralize and automate Sunrise's demographic reporting across all our reporting, easing the workload on data staff from having to write the same SQL for every report.
- Engineered a custom sync to move demographic data from EveryAction into our data warehouse with Python, bringing insight into the racial, gender, and socio-economic class breakdown of our organizing for the first time.
- Engineered Sunrise's pipeline for ingesting and transforming survey data; created a Python User Defined Function to extract invalid JSON from a column. Streamlined our survey analysis process to turn around survey results in a matter of hours as opposed to days.

Experimentation

- Collaborated with The Movement Cooperative and Climate Advocacy Lab to run a series of experiments to assess the effectiveness of our welcome series. Engineering a Python script to sort new contacts into one of three random groups and assigned them treatment effects, then wrote the SQL to provide the results of the experiment to the researchers.
- Worked together with the Digital Data Manager to design A/B tests for our website and email programs.

EDUCATION & SKILLS

Smith College, Northampton MA *May 2016*
B.S. Engineering Science

Languages:	SQL *Advanced* Python *Intermediate*	UDFs, regex, performant code, data modeling best practices, Kimball requests, APIs, Parsons/petl, writing Pythonic code, refactoring
Political Tech:	EveryAction, Civis Platform, Action Network, Airtable, Periscope, Mobilize America, Spoke/Scale to Win, ThruTalk, Reach, Empower, Strive, Ballot Ready, New Mode	
Software:	dbt, Prefect, Hex, AWS, Google Cloud, BigQuery, Redshift	
Skills:	Leading data teams, code reviews, management, developing junior technical talent, test driven development, python environment management, cleaning messy datasets in SQL and Python, gaining the trust of organizers, aligning on business logic with key stakeholders, building data-driven culture.	

ADDITIONAL INFORMATION

- Publishes a blog about political data at brittanybennett.com/blog with an average of 2.3k views per blog.
- Leader and organizer within the Parsons community, an open-source Python package and community for practicing and aspiring data engineers.
- Collaborated with Analytics Engineers Club to offer a 50% discount to political data professionals to their world-class technical boot camp and have offer the discount to over 35 people.
- Currently serves on the Board of Director of The Movement Cooperative.
- Maintains a page of data resources for political data professionals with over 2,000 page views in the last year.