

# DANA MOROWA

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## EDUCATION

### University of Wisconsin-Madison

*Bachelor of Science in Political Science and Philosophy* (GPA: 3.805)

Madison, Wisconsin

May 2022

- Organizations/Honors: Kappa Alpha Theta, Dean's List, Undergraduate Research Scholars

## RELEVANT EXPERIENCE

### Tunnl

Washington DC

#### *Data Science Intern*

February 2021 - August 2021

- Analyzed and matched thousands of data points in Excel and several databases to create an addressable audience of legislators and business leaders in the U.S.
- Created PowerPoint decks weekly to visualize custom audience profiles and insights for client presentations
- Produced over 50 statistical models using Alteryx to refresh audiences for micro-targeting client campaigns
- Tracked earned and paid media mentions and created weekly memos to report to clients on their progress
- Ensured client dashboards were correct by checking Tableau daily and escalating any bugs or issues to the Client Service team

### Data Trust

Washington DC

#### *Political Data Intern*

June 2020 - November 2020

- Standardized a wide range of political influencer data to form a comprehensive company-wide database with SQL
- Evaluated over 500 forms and universes to assist the digital team in sending data to clients to expedite the data collection process using SQL queries
- Conducted extensive research on several trade associations and PACs to give the business development team a concise report to better pursue lobbying interests

### Office of the Speaker of the House

Madison, Wisconsin

#### *Legislative Intern*

December 2018 - May 2019

- Conducted legislative research on a wide range of topics from infrastructure to intergovernmental affairs to better inform constituents
- Interacted daily with constituents by managing about 30 incoming calls in a shift, returning email messages and digitalizing data from the district

### Undergraduate Research Scholars Program

Madison, Wisconsin

#### *Research Assistant (Media, Trust, and Citizenship in a Multicultural Digital World)*

September 2018 - May 2019

- Collected and coded qualitative data into a coherent and unified form on NVivo coding software
- Developed an informative case study on voting and partisan behavior to further the overall research project
- Coordinated and led interviews with members of my case study to collect first party-data

## CAMPUS INVOLVEMENT

### Successworks at UW-Madison

Madison, Wisconsin

#### *Peer Career Advisor*

August 2021 – Present

- Lead approximately 10 appointments weekly with other students concerning resumes, cover letters, and networking to better coach them in their career journey
- Author the biweekly newsletter for the government and policy career community delivered to over 400 students
- Presented to a panel of 70+ university department heads and leaders about the advising experience to better improve the process of including skills from the classroom on a professional resume

### Kappa Alpha Theta

Madison, Wisconsin

#### *Recruitment Data Assistant*

January 2021 – December 2021

- Implement strategic processes to improve and implement new techniques of acquiring new members, ultimately obtaining the largest new class in five years
- Collaborate with a team of five girls to manage 150+ individuals and prepare them for recruitment

### AIIESEC United States

Arequipa, Peru

#### *Volunteer*

June 2019 - July 2019

- Worked with a team of individuals from all over the world to manage a cohesive lesson plan that benefited the students with increased emotional intelligence and bullying awareness
- Developed a new program every week for 150+ students in Spanish to lead a campaign to stop bullying

**Skills:** Excel, PowerPoint, SQL, Alteryx Software, Critical Mention, Booleans, Stratix, Tableau, Spanish (conversational)