

JESSICA YOUNG

San Francisco, CA | young.jessicalynn@gmail.com | 415.290.4106

EDUCATION

Master of Science in Public Policy & Management 12/2018

Carnegie Mellon University, Pittsburgh, PA

Bachelor of Business Administration, *magna cum laude* 8/2007

University of Cincinnati, Cincinnati, OH

Thesis title: “Are Human Rights Violations Bad for Business? A Study of Corporate Responsibility in the Oil and Apparel Industries”

Advisor: Howard Tolley, Ph.D., J.D.

RESEARCH EXPERIENCE

Policy Analyst 7/2018 - Present

Carnegie Mellon University

Advisor: Professor David Danks, Block Center for Technology & Society

- Co-authored research analyzing key features across case studies where misinformation spread on social media resulted in violence.
- Currently supporting causal model development and cost-benefit analysis of potential product policy solutions for content moderation.

Graduate Consultant 8/2018 – 12/2018

Pennsylvania Department of Human Services

Advisor: Professor Silvia Borzutzky

- Conducted comparative research and benchmarking to assess client programming relative to other states.
- Analyzed five years of case data to provide demographic- and needs-based insights for allocating government services and targeting interventions.

Graduate Consultant 1/2018 – 5/2018

Keystone Research Center

Advisor: Professor Lee Branstetter, Block Center for Technology & Society

- Collaborated with two team members to create models forecasting geo-based job and wage loss due to trucking automation and to assess the feasibility of a wage insurance policy covering displaced workers.
- Led interviews with economists, sociologists and autonomous driving experts to validate model parameters.

Policy & Data Analyst 1/2018 – 3/2018

Carnegie Mellon University

Advisors: Professor Alexandra Chouldechova, Rajeev Bhatia

- Collaborated with data scientists to assess public sector models for predicting recidivism and to create new algorithms with the goal of minimizing bias across gender, race, and age.
- Produced logistic regressions, classification matrices reporting on error rates, and policy recommendations.

PROFESSIONAL EXPERIENCE

Senior Strategy Consultant 1/2017 – 7/2017

Doremus, San Francisco, CA

Clients: Intel Public Sector Services, IoT Solutions, and Enterprise Security groups

- Developed communications strategy earning \$4M global media budget to increase awareness of Intel AI solutions among government and industry leaders.
- Drove qualitative and quantitative research to refine brand positioning for five international markets; research generated demand from 8 clients and led to a new revenue stream for the agency.

JESSICA YOUNG

San Francisco, CA | young.jessicalynn@gmail.com | 415.290.4106

Senior Account Manager 2/2016 – 7/2016

Havas Worldwide, Paris, France

Clients: global healthcare and biotechnology companies, Sanofi and Ipsen

- Delivered market research, communications strategy, and regulatory compliance leading to client's sale of medical product licensing in over 10 European markets.

Digital Marketing Specialist 2/2014 – 4/2015

Clean Energy Council, Melbourne, Australia

Clients: Australian Government, US Renewable Energy Lab, 600+ clean-tech companies

- Mobilized Renewable Energy Target advocacy across three states by collaborating with policy analysts and government officials.
- Launched digital platform to enforce safety accreditation policies for Australia's entire solar industry.
- Managed campaign program for client accounts grossing \$1M in revenue.
- Increased return on ad spend by 244% over prior year by leveraging programmatic targeting.

Program Director 4/2012 – 5/2013

Members Unite, Palo Alto, CA

Clients: 50+ non-governmental organizations (NGOs)

- Led product and content strategy for VC-backed tech startup providing philanthropic crowdfunding solutions.
- Managed corporate and non-profit partnership programs fostering business development on four continents.

Marketing Manager 2/2011 – 5/2012

Social Venture Network, San Francisco, CA

Members represented: Ashoka, Google and Stanford Center for Social Innovation

- Led research and communications campaigns to scale best practices for impact investing and corporate social responsibility among a network of 500+ industry leaders.
- Grew event sales by 25% over prior year by optimizing multi-channel marketing performance.

Small Business Advisor 9/2008 – 10/2010

United States Peace Corps, Tambacounda, Senegal

- Managed five grant projects with the US Embassy, US Agency for International Development (USAID), Senegal Ministry for Female Entrepreneurship, and local non-governmental organizations: organized needs assessment, baseline data collection, budgets, and execution.
- Supported the launch of two new businesses by providing entrepreneurs with coaching in business planning, accounting, and marketing.

Fellow 2/2008 - 6/2008

Kiva, Phnom Penh, Cambodia

- Conducted field interviews with 180 entrepreneurs to survey the impact of microcredit loans
- Led focus groups to inform the design of Cambodia's first housing microfinance product

Intern, Product Marketing 9/2006 – 12/2006

Delta Airlines, Atlanta, Georgia

Intern, International Account Coordinator 1/2006 – 6/2006

Ballou Public Relations, Paris, France

JESSICA YOUNG

San Francisco, CA | young.jessicalynn@gmail.com | 415.290.4106

VOLUNTEER EXPERIENCE

Consultant

12/2013 – 2/2014

Chab Dai Freedom Collaborative, Phnom Penh, Cambodia

- Developed communications strategy that onboarded strategic partners in academia, advocacy, policy and law enforcement to develop collaborative solutions for mitigating human trafficking.

HONORS & AWARDS

Strategic Partner Scholarship, Carnegie Mellon University	2017
Master of Science Scholarship, Carnegie Mellon University	2017
Grand Challenge Award, US Department of State	2013
Kiva Fellowship	2008
Distinguished University Honors Scholar, University of Cincinnati	2007
Carl H. Lindner Honors-PLUS Scholar, University of Cincinnati	2002 – 2007
Kolodzik Business Scholar, University of Cincinnati	2002 – 2007
Cincinnati Scholarship, University of Cincinnati	2002

TECHNICAL SKILLS

- Programming for analytics: R
- Statistical analysis: Excel, Stata
- Database queries: SQL
- Social media analytics: Crimson Hexagon, Affinio
- Data visualization: Tableau

RESEARCH SKILLS

- Qualitative - literature review, comparative policy research, cognitive bias assessment, randomized control trial design, survey design, policy construction, feasibility studies
- Quantitative - economic modeling, cost-benefit analysis, statistical analysis, decision and risk analysis, forecasting, social listening

LANGUAGES

English: Fluent

French: Working Proficiency (DELF B2 Certification)

Wolof: Working Proficiency