NICHOLAS M. CONTI

St. Louis Park, MN 55416
Phone: 701-388-4813, Email: nich.cm@gmail.com

EDUCATION AND SKILLS

CONCORDIA COLLEGE, Moorhead, MN *August 2000 – May 2004*
    Bachelor of Arts in International Relations

Training & Certificates: "Persuasion Analytics and Targeting" by Ken Strasma via Statistics.com; "Presenting Data and Information" by Edward Tufte

Technical Skills: SQL, R, Python, VAN, Catalist, Tableau, Git, GIS, WebFOCUS, SAS, Alteryx, Agile, Microsoft Office

EXPERIENCE

Data Analytics & Database Marketing, U.S. Bank *August 2016 – Present*
- Collaborate as analytics lead for NextGen Enterprise Lead Management project, managing data flows, vendor coordination, and data mining in an Agile environment.
- Manage simultaneous cross-enterprise projects using SAS and SQL to target, optimize, and deploy customer contact programs across multiple channels including email, calling, direct mail, and web
- Liaise with Compliance and Privacy Offices as division lead to assure consumer data privacy and protection
- Manage relationship with the Bank's external national data mining vendor
- Run pilot implementing Tableau and Alteryx, growing team capacity and improving use of data across the enterprise

Regulatory Analyst & Bank Officer, U.S. Bank *August 2015 – August 2016*
- Engaged key stakeholders across the enterprise in responding to federal regulators and internal auditors
- Modeled customer behavior with SQL and Excel to assess the impact of fee-related products and regulatory changes
- Provided analysis and reporting in support of credit and deposit products in a heavily regulated industry

Financial Analyst & Bank Officer, U.S. Bank *November 2013 – August 2015*
- Evaluated efficacy of sales activities; forecasted likely profitability of proposed credit products with R, Excel, and WebFOCUS
- Provided senior leadership with on-demand, near real time analytics, sales reporting, pricing, and promotion ROI

Consultant, United Strategies *July 2013 – October 2013*
- Managed fundraising for state and national clients, provided major donor prospecting and data management services
- Developed and implemented communication strategy for state and national clients and managed vendors

State Data Director for Michigan, VVN (previously ISSI) *September 2010 – June 2013*
- Administered the Voter Activation Network ("VAN") database for several 501(c)(3) & 501(c)(4) organizations
- Collected and analyzed data in SQL and Excel to plan, budget, and enact member programs for political mobilization
- Budgeted and planned multiple statewide voter contact programs for America Votes and Michigan Voice

Deputy Field Director & Data Manager, Minnesotans for Matt *May 2010 – August 2010*
- Managed statewide field organizing staff
- Created and implemented statewide voter contact program using micro-targeted voter identification and persuasion
- Managed campaign data: administered the VAN, tracked volunteers, developed targets, and targeted direct mail

Campaign Manager, Madore for Congress *January 2010 – March 2010*
- Wrote strategic plan, created budget, hired and managed campaign staff; oversaw FEC compliance and voter tracking

Social Media Development Consultant, Various Clients *December 2009 – September 2010*
- Managed social media development for corporate and non-profit clients, boosted online presence and interactivity

Campaign Coordinator, Dave Pinto for Ramsey County Attorney *August 2009 – January 2010*
Endorsement Coordinator, Gaertner for Governor *January 2009 – July 2009*
Field Director, Tinklenberg for Congress *July 2008 – November 2008*
Staff Assistant, Office of Congresswoman Betty McCollum *January 2007 – July 2008*
Field Coordinator, Wetterling for U.S. Congress '06 *March 2006 – November 2006*
Field Coordinator, R.T. Rybak for Mayor *August 2005 – November 2005*
Field Coordinator, MN House DFL Caucus *May 2004 – November 2004*