

Madeline Love

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EXPERIENCE

Director of Data & Technology, Minnesota Nurses Association — April 2023 - Present

- Serve as the inaugural Director of Data and Technology, tasked with building systems to manage complex financial, demographic, research, organizing, and political data for over 22,000 union members across MN, WI, IA, and ND
- Designed and oversaw the build out of MNA's data warehouse infrastructure in BigQuery, bringing together information from multiple databases to aid analysis and reporting projects
- [Successfully implemented new labor and political organizing tools](#) through interactive staff training and the development of integration workflows to ensure a cohesive data ecosystem for staff and member leaders
- Build reporting tools and dashboards to ensure the organization is on track to meet labor and organizing goals
- Created and implemented an IT roadmap to modernize and secure the organization's IT systems including a full migration from an unsupported physical server to cloud infrastructure
- Create and oversee the department's \$1.5 million budget alongside the department's annual goals and work plan
- Implemented the organization's first Membership Audit leading to the discovery of more than \$1 million in missed dues and a creation of a roadmap to automate and improve the efficiency and accuracy of membership processes
- Supervise a team of 5 technical and non-technical staff

Data Consultant, Self-Employed — May 2021 - Present

- Directed and oversaw multiple data migrations for organizations looking to implement a new CRM
- Created targeting universes, implemented data tracking systems, and conducted a post-election analysis for a municipal ballot measure campaign
- Developed and implemented an innovative "data incubator" program designed to increase capacity among targeted c3 organizations in Minnesota
- Oversaw the acquisition of data, designed and managed "Restore the Vote" coalition programming to register and turn out newly re-enfranchised people on felony probation and parole

- Built reporting and analytics dashboard to aid in organizational decision making and program tracking
- Provided rapid response data analysis during the redistricting process to help an organization focused on candidate recruitment understand the new landscape

Senior Data Director, Alliance for Youth Action — October 2021 - September 2022

- Supported a network of 19 organizations through the development of streamlined data management systems, including providing technical and organizing assistance, responding to programmatic requests, and interfacing with vendors and partners
- Created and implemented systems to track network wide organizational programs, monitor benchmarks, and identify gaps in collective strategy
- Trained and provided ongoing coaching and mentorship to 11 network program and data staff on tools and data best practices
- Created and oversaw the data department's \$500,000 budget alongside the department's annual goals and work plan
- Supervised the Data Manager

Minnesota Data Director, America Votes — February 2020 - October 2021

- Deployed creative problem solving and motivational interviewing to address organizations' unique data and technical needs
- Administered VAN and other voter contact tools, including creating a ThruTalk admin training used nationwide by table Data Directors
- Lead the development and presentation of voter contact universes using online survey panels alongside district targeting and post-election analysis
- Founded and co-lead organization wide Anti-Racism in Data working group which resulted in the creation of a multi-state paid data fellowship for BIPOC professionals and leveraging AV's weight in the progressive space to increase transparency from data vendors

EDUCATION

University of Minnesota in Minneapolis, B.A. in Political Science, Minor in Statistics