

STEVEN ANDREW PARKER

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PROFILE

Experienced data analyst with over 10 years in nonprofit fundraising and philanthropy. Proven track record of success in analyzing complex datasets and developing clear, concise reports and visualizations to communicate key insights and actionable intelligence for a variety of audiences across an organization. Teamwork-oriented critical thinker with experience wrangling, transforming and analyzing data using SQL, Tableau, Python, Microsoft Power BI, and Excel.

EXPERIENCE

Loyola Marymount University

Senior Data Analyst — 2022 - Present

- Developed forecasting models to accurately project fundraising totals and donor activity for the fiscal year and LMU's "Day of Giving" campaigns, while augmenting the forecasts with real-time giving data from both internal and external sources
- Created and managed annual giving reports and data visualizations which clearly communicate key metrics like donor retention rate, RFM score, and campaign performance while providing development leadership and staff with self-service options to access data and insights on-demand
- Wrote Python scripts to automate the collection, cleaning, and transformation of data from external APIs which significantly reduced the time needed to collect and process the data from hours down to minutes while also minimizing the risk of errors due to manual data entry

University of California, Irvine

Strategic Pipeline Analyst — 2017 - 2022

- Served as the lead in designing and producing scalable reports, analyses, and dashboards for key audiences and stakeholders across University Advancement through data collection, cleaning and manipulation using Microsoft Power BI, Excel, and Python
- Identified a segmentation strategy for direct mail solicitations that was estimated to increase donor participation by 13%, generate an estimated \$12,000 in additional gifts, and reduce costs by over \$15,000
- Built a tool to identify donors likely to upgrade based on an analysis of their giving behavior, and identified over 400 unassigned donors exhibiting positive giving behaviors with a collective gift capacity of \$152 million

PBS SoCal — Costa Mesa, CA

Research Coordinator — 2013 - 2017

- Managed relational database activities for the development team including uploading data into the CRM, developing standard and ad-hoc reports, and generating contextual and relevant insights from the data
- Developed and launched a leadership giving program which involved overseeing the solicitation, stewardship, and tracking of over 150 donors

EDUCATION

California State University, Long Beach — 2007 - 2011

B.A. in Communication Studies

Certificate in Technical and Professional Communication