James Martherus

✉ james@martherus.com
☎ +1-480-628-5137

in /james-martherus-a46b9174
⌨ /jamesmartherus
🌐 jamesmartherus.com

◔ Work

Morning Consult
Senior Research Scientist   *October 2023 – Present*

> Designed and implemented a fraud detection model that increased data quality by 26% and completion rate by 29%.
> Developed a duplicate respondent detection system that saves the company an estimated 12k per month.

Morning Consult
Research Scientist   *September 2021 – September 2023*

> Built internal software to monitor survey data quality and to automate sample quota generation. These tools saved our team an estimated 15 hours a week.
> Implemented changes to weighting methodology that reduced bias by over 12%.
> Audited and standardized advanced analytics offerings like segmentation, MaxDiff, and driver analysis.
> Consulted with Product and Engineering teams to improve methodological rigor.
> Directed high impact primary research projects on a wide variety of topics including the habits of professional survey respondents, novel methods for identification of low-quality response data, unconventional weighting methods, and more.

YouGov
Senior Survey Analytics Analyst   June 2020 – September 2021   *Portland, OR*

> Provided methodological consultation to clients and project managers, designed complex survey weights, and built custom survey frames.
> Built a synthetic sampling frame by combining several large survey data sets using multiple imputation by chained equations.
> Built YouGov's internal analytics wiki, which played a major role in analytics on-boarding.

Vanderbilt University
Graduate Research/Teaching Assistant   September 2016 – June 2020   *Nashville, TN*

> Trained and managed a team of 5-10 to deploy a bi-annual survey of Vanderbilt undergraduates.
> Conducted topic modeling, content analysis, and sentiment analysis on text data mined from newspapers, presidential debates, and the Twitter API.
> Designed, deployed, and analyzed dozens of surveys using crowd-sourced survey data from MTurk and Lucid as well as national samples from SSI, GfK, and YouGov.
> Assisted in teaching two graduate-level and one undergraduate-level statistics course for the Political Science department: Advanced Statistical Analysis, Causal Inference, and Data Science for Politics.
> Instructor for graduate-level R programming course.
> Built five R packages, some of which are widely used.
> Published research on polarization and dehumanization in academic journals that received wide media coverage including Washington Post, The Economist, New York Times, The Atlantic, Vox, and USA Today

Center for the Study of Elections and Democracy
Research Fellow   April 2014 – April 2016   *Provo, UT*

> Managed a committee of 8 people for a large statewide exit poll during the 2014 election and trained hundreds of exit poll workers.
> Scraped thousands of tweets about political candidates and conducted sentiment analysis. Won first prize for my project at a college-wide conference.

🎓 Education

Vanderbilt University   2016 – 2020
PhD, MA Political Science   *Nashville, TN*

Brigham Young University   2013 – 2016
BA Political Science, Minor in Statistics   *Provo, UT*

Duke University   2020
Summer Institute in Computational Social Science   *Durham, NC*

⚙ Skills

Software R, SQL, QUALTRICS, STATA

Research Experimental design, Survey Methodology, Natural Language Processing/Text Analysis, Causal Inference, Qualitative Interviews

Languages English (native), Spanish (professional)