

Joseph “Jodi” Willie Devail Anderson Jr.

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PROFESSIONAL EXPERIENCE

Large Customer Sales

June 2021 - Present

Reddit Inc. | San Francisco, CA

- Performed account management for the following clients: HP, Apple, Ebay, Charles Schwab, T-Mobile, AT&T, and Nintendo
- Managed, tracked, and adjusted media spend for brand campaigns to hit projected KPIs
- Worked cross functionally with product and creative marketing teams to develop QBRs for clients
- Developed wrap reports using both 1st and 3rd party measurement tools to track performance and deliver insights
- Consulted with agency and other media partners to create custom platform activations for our largest corporate partners
- Co-Managed the launch and completion of *Apple's Back To School* and *Beats by Dre* campaigns

Program Manager

Feb. 2021 – August 2021

Stanford University | Palo Alto, CA

- Co-designed art's diversion workshops with teaching artists and leadership teams within Stanford's Art, Sociology, & Comparative Studies in Race and Ethnicity departments
- Served as the primary contact with the San Francisco DA's Office, non-profit case managers, and justice-involved youth
- Provided regular qualitative and quantitative reporting to the leadership and research teams to evaluate program efficacy

Project Manager, Artist Manager, Product Developer

July 2019 – December 2020

CreateSafe | Los Angeles, CA

- Built out the digital creative marketplace for the tech platform to service musical artists
- Researched and analyzed artist related businesses in high growth markets
- Collected, tracked, and managed data for artists and their management organizations
- Co-led customer discovery, user acquisition efforts
- Managed Partnerships across music, entertainment, and technology sectors (including Stem, Apple Music, Clubhouse, Isotype, etc.)
- Provided creative strategy and execution for artists within and outside of CreateSafe (Grimes, HANA, Take A Day Trip, BloodPop, etc.)
- Contributed to product development and deployment strategy of FinTech tools
- Built prototype custom management applications for clients (i.e., Hallwood Media)

Social Media Marketing Specialist

June 2020 – August 2020

MOJO Sport Inc. | Santa Monica, CA

- Contributed to the early branding efforts of MOJO Sport
- Co-led digital marketing campaigns
- Established brand presence on all major social media platforms
- Unified coalitions of youth sports leagues in soccer, baseball, and basketball
- Led the outreach operations and community-building efforts for MOJO's social justice initiative

Administrative Assistant

June 2019 – June 2020

First Church Redwood City | San Francisco, CA

- Maintained digital/physical recordkeeping systems
- Coordinated schedules and staff responsibilities
- Created and issued monthly committee and financial reports
- Maintained channels of communication with key community partners
- Researched extant policy to ensure legal compliance across state and nonprofit sectors
- Secured building permits and construction contracts for the new church site

Chief Growth Officer, Policy Analyst
KarmaBoard | Palo Alto, CA

September 2019 – August 2020

- Researched legal statutes concerning tech platform's hosting of sensitive data
- Secured regional partners in the educational and job training programs
- Expanded the implementation of our program offerings to three school districts
- Secured the use of our platform in six different Bay Area cities and seven different industries
- Created a network of nonprofit organizations, businesses, high schools, alternative schools, and community centers catering to youth employment
- Secured contracts with 3 school districts (Mountainview, Los Altos, EPA) and 2 municipalities (Stockton, East Palo Alto) to conduct career fairs and job training programs

Teaching Associate

June 2018 – August 2018

Cornell University | Ithaca, New York

- Instructed two cohorts of 50 undergraduate students in Argumentation & Debate
- Administered exams, developed and facilitated lesson plans, held office hours, and taught supplemental classes
- Hosted two debate tournaments and judged end-of-semester competition

EDUCATION

Stanford University

September 2021 – June 2022

M.A. Candidate, Policy, Organization and Leadership Studies

Stanford University

August 2018 – December 2020

B.A., Political Science (Political Economy & Development)

Cornell University

September 2014 – May 2017

Coursework towards completion of B.A.; Industrial Labor Relations

VOLUNTEER EXPERIENCE

Math Tutor and Mentor

August 2018 – Present

College Initiative Upstate | Upstate New York

- Assisted court-involved individuals seeking to pursue education as an alternative to incarceration by providing academic assistance and guidance throughout the application and enrollment processes
- Exceeded targets for students' program completion and matriculation

Tutor

November 2019 – December 2020

Upward Scholars | Bay Area, California

- Provided weekly math tutoring for native Spanish speaking adults seeking to enroll in college, trade school, or acquire specialized certification
- Taught English lessons focused on grammar and idiomatic expressions

Liaison for Court Involved Individuals

October 2017 – July 2018

Criminal Justice Alternatives to Incarceration Board | Ithaca, NY

- Maintained collaborative relationships with county agencies and community-based health providers

- Helped to usher in local reentry strategies and community-based programs
- Organized sub-committees and participated in an informational speaking circuit
- Conducted interviews amongst stakeholder groups for data collection and tracked relevant county and statewide legislation and policies within the criminal justice field

CLUBS AND ACTIVITIES

Sports Contributor

Stanford Daily Newspaper

September 2019 – Present

Artist Committee Member

Blackfest Family Gathering Committee

September 2019 – Present

Assistant Underwriter & Podcast Co-Producer

KZSU Radio Station

September 2018 – 2020

ADDITIONAL SKILLS

Conversational Mandarin , Conversational Spanish, RStudio, Google Analytics