

SUMATI THOMAS

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PROFESSIONAL SUMMARY

Data-driven survey analyst and communications strategist with over a decade of experience in political research, content production, and organizational communications. Skilled in translating complex polling data into compelling narratives for campaigns, advocacy organizations, and public audiences. Combines deep technical expertise in survey methodology and statistical analysis with hands-on experience building editorial products, digital campaigns, and research-driven content. Integrates AI tools to enhance research capabilities, audience insight, and content development.

CORE COMPETENCIES

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| • Survey Design & Methodology | • Webinar Development & Programming |
| • Political Data Analysis & Reporting | • Social Media & Promotional Copywriting |
| • Statistical Modeling & Data Visualization | • HubSpot CRM & Campaign Management |
| • Research-Driven Content Strategy | • Business Development Support |
| • Newsletter & Email Marketing Production | • Project & Cross-Functional Management |

PROFESSIONAL EXPERIENCE

Survey Analyst & Communications Strategist, Change Research 2021 – Present

Research & Analysis

- Design and implement polling methodologies for political campaigns and advocacy organizations across the Southeast and nationally; collaborate with campaign teams to integrate data into messaging and field strategy
- Produce detailed analytical reports and strategic memos translating statistical findings into clear narratives for campaign and advocacy clients
- Contribute question batteries to the monthly Compass Poll across political, economic, social, and cultural topic areas, including instruments on media consumption, news trust, and the influence of social media on political identity and behavior
- Pioneer AI-assisted tools to improve polling accuracy, qualitative data analysis, and content production workflows
- Developed analyst onboarding curriculum and learning management workflow in WorkRamp, building structured training resources for new polling team analysts and associates

Communications & Content Production

- Conceived, branded, and launched Plus or Minus: Tracking the Midterms, a monthly webinar series translating Compass Poll findings for campaign and advocacy audiences; produced all series branding, promotional copy, email campaigns, and registration materials
- Improved and standardized The Topline, Change Research's weekly email newsletter; redesigned HTML template, established consistent section structure, and built a reliable production workflow across Change Research and Embold Research content
- Manage HubSpot campaigns for newsletter distribution and webinar promotion; grew email delivery volume to 96,000+ sends per quarter with a 99.83% delivery rate and 26.75% average open rate, exceeding industry benchmarks
- Produce social media content for LinkedIn and X/Twitter, translating research findings into shareable data-driven posts; grew LinkedIn interactions 65% quarter-over-quarter with an audience of 11,700+ across platforms
- Write political analysis and research commentary for the Change Research and Embold Research websites and Substack

Business Development

- Support business development through inbound lead management, prospect research, and post-event sales follow-up; manage HubSpot CRM pipeline tracking for webinar and conference-sourced opportunities

Data Scientist & Institutional Researcher, Phi Theta Kappa Honor Society 2011 – 2021

- Created centralized report repository and interactive dashboards, increasing data accessibility by 45%
- Developed predictive models to identify trends and opportunities for organizational growth across diverse populations
- Built automated reporting systems, reducing manual data processing time by 60%
- Analyzed marketing, membership, and philanthropic data to support program development and strategic initiatives
- Facilitated comprehensive staff training programs in data analysis, reporting tools, and technology adoption

Director of Academic IT, Tougaloo College 2004 – 2011

- Led implementation of Enterprise Resource Planning (ERP) system for this historically Black college
- Administered campus learning management system supporting 800+ students and faculty
- Managed web, media, and instructional technology teams; designed digital literacy initiatives to address technological opportunity gaps

EDUCATION

Master of Business Administration (MBA) | Walden University 2007 – 2009

Business Administration with emphasis on Information Technology

Bachelor of Science, Computer Software Engineering | University of Southern Mississippi 2000 – 2004

LEADERSHIP & COMMUNITY INVOLVEMENT

Vice Chair, Mississippi Alliance for Change 2023 – Present

Founding board member of a statewide coalition bringing together diverse constituencies around shared policy priorities. Represents the organization at community events and in media, building strategic partnerships with allied organizations.

Board Member, Faith in Women 2026 – Present

Serves on the board of this Mississippi-based nonprofit focused on reproductive health, advocacy, and community support for women.

Volunteer, Democratic National Convention 2024

Supported event operations and logistics; networked with national campaign professionals and party leadership.

TECHNICAL SKILLS

Analytics & Research: SQL, Metabase, Tableau, Power BI, SPSS, R

Marketing & Communications: HubSpot, Fedica, Canva, Adobe Creative Suite, Substack, Zoom Webinars

Operations & Collaboration: Airtable, Slack, Google Workspace, WorkRamp

Web & Design: HTML5, CSS3, JavaScript, WordPress, Drupal

AI Applications: Claude, ChatGPT, Perplexity, NotebookLM