

# JAKE MARTIN

RESEARCH, MESSAGING, AND DATA STRATEGY

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## SUMMARY

I'm a pollster and campaign strategist who is eager to understand what people think, how it's measured, and how to influence it. I have two decades of experience running campaigns and voter contact programs that win elections, change policy, and get attention. You can find me working on fast-paced, high-pressure projects that demand an open mind, sharp insights, and trusted judgment.

## RESEARCH EXPERIENCE

### Keating Research

Denver, CO

*Vice President*

*Feb. 2021 – Jan. 2025*

*Independent Consultant*

*May 2015 – Nov. 2019*

*Analyst*

*Jan. 2014 – Dec. 2014*

- **Conducted 275+ public opinion studies** to help 120+ clients pinpoint strategic priorities, craft persuasive messaging, and maximize their competitive advantages.
- **Led over \$4 million in survey research** to guide campaign plans and advertising for targeted congressional campaigns, state and local ballot measures, independent expenditures, and statewide, legislative, and municipal candidates.
- **Increased revenue by 165% over four years** by developing strong client relationships and improving project deliverables while consistently producing accurate results that raised the firm's profile.
- **Directed quantitative research** for online, telephone, text-to-web, and mixed-mode surveys and tracking polls. Managed projects end-to-end, from client engagement, questionnaire design, sampling, and fieldwork, through analysis and storytelling.
- **Delivered incisive key findings presentations with actionable insights**, applying significance tests, regression analysis, and audience segmentation. Leveraged survey data to develop model-based estimates of candidate and issue support, persuasion effects, and population statistics. Built custom-coded interactive dashboards using R and Python.
- **Communicated research findings** to stakeholders, elected officials, candidates, and the media, while partnering with paid communications consultants to develop campaign plans, identify target audiences, and refine creative content.

## EDUCATION

### University of Maryland

January 2024 - Current

Graduate coursework in survey methodology, questionnaire design, R programming, and data science

### Metropolitan State University of Denver

May 2017

Bachelor of Arts: Political Science Major, History Minor

## PROFESSIONAL HIGHLIGHTS

### **Strategies 360**

**Denver, CO**

*Campaign and Government Affairs Director*

*Nov. 2019 – Feb. 2021*

- Led opposition to statewide ballot measures by raising \$2.2 million, building a coalition of allied organizations, and directing paid media spending for television, digital, and direct mail.
- Served as General Consultant to the Proposition 118 campaign, establishing Colorado's paid family leave program, advising on ballot access, political engagement, and hiring management and media consultants.
- Managed a \$500,000 paid communications campaign which secured 63% support for a sales tax increase to fund homelessness services.

### **Hancock for Denver**

**Denver, CO**

*Campaign Manager*

*Nov. 2018 – July 2019*

- Secured former Denver Mayor Michael Hancock's reelection to a third term by leading staff and consultants through a highly attentive and critical media environment, providing daily strategic guidance to the candidate and stakeholders, and driving earned and paid media priorities.
- Developed and managed \$2.7 million budget, including projecting revenue, making spending decisions, and managing cash flow through primary and runoff elections while successfully closing campaign accounts with no debt.

### **Our Denver / Yes on 2A – 2G**

**Denver, CO**

*Campaign Manager*

*May 2017 – Dec. 2017*

- Managed a \$2.4 million budget to maximize voter contact and paid communications for a slate of seven ballot questions which all passed with more than 60% of the vote, significantly improving support from initial polling.
- Directed all aspects of the campaign including writing ballot language, generating earned media, and directing a paid media program that included robust television, direct mail, and digital advertising.

## ADDITIONAL LEADERSHIP POSITIONS

**Hillary for America**, Colorado Get Out the Vote Director

July 2016 – Nov. 2016

**Smart Deal for Denver / Yes on 2C**, Co-campaign manager

June 2015 – Nov. 2015

**Hancock for Denver**, Campaign Manager

Dec. 2014 – June 2015

**Colorado Commits to Kids**, Deputy Campaign Manager

June 2013 – Nov. 2013

**Democratic Congressional Campaign Committee**, Nat. Regional Field Director

Apr. 2012 – Dec. 2012

**Bonamici for Congress**, Field Director

Nov. 2011 – Feb. 2012

**Hancock for Denver**, Field Director

Dec. 2010 – June 2011

**Perlmutter for Congress**, Field Director

May 2010 – Nov. 2010

**Mark Critz for Congress**, Canvass Director

Mar. 2010 – May 2010