

Cain Twyman

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Research Analyst

Public Allies, Americorps
2018 - 2019

My Brother's Keeper, Durham County Government, Durham, NC

Successfully interpreted data and conduct research to create effective, sustainable programming
Created reports, one-pagers and infographics to showcase research data internally and externally
Researched new and innovative ways to engage the community and build coalitions
Effectively created and maintained a partner database in order to build sustainable programs

Content Marketing Editor

2017 - 2018

Oracle Bronto, Durham, NC

Authored digital publications for internal and external use including blog posts, infographics and
Analyzed data to create white papers, blogs and infographics to increase website traffic
Conducted original market research on email marketing campaigns for major ecommerce brands
Managed company status updates across social platforms including Twitter and Facebook

Field Organizing Fellow

2017 - 2018

State Political Party, Carrboro, NC

Developed and implemented a recruitment strategy to engage university students in the community
Recruited and trained volunteers for state-wide phone banking, canvassing and voter registration
Collaborated with volunteer organizations to share resources and people in pursuit of a joint goal

Appointee

Community Involvement
2017 - Present

Orange County Affordable Housing Advisory Board, Hillsborough, NC

Monitor affordable housing programs and provide comments and guidance where appropriate
Increase community awareness of and involvement in producing attractive affordable housing
Advise the County Commissioners on housing projects and policy

Appointee

Community Involvement
2017 - Present

Carrboro Affordable Housing Advisory Commission, Carrboro, NC

Make policy recommendations to the Board of Alderman concerning funding and land ordinances
Collaborate with the Town, the County and nonprofits to advise on new affordable housing projects
Monitor affordable housing in the area and advise on incoming projects

Community Outreach, Marketing

Community Involvement
2017 - Present

Chapel Hill Service League, Chapel Hill, NC

Publicize and maintain the League's commitment through print and online media channels
Collaborate with nonprofits throughout the community to improve the lives of women and children
Effectively raised \$1,000+ through the #GivingTuesday campaign via social media

Skills

Relevant Skills

Organizing, Grassroots Advocacy, Leadership, Recruitment, Training
Social Media, Adobe Creative Cloud, AP Style, APA, MLA
Content Marketing, Content Creation, SEO, Research
Microsoft Office, Data Analysis; Beginner in Python, R,

Education

University of North Carolina at Chapel Hill

B.A in Political Science and Global Studies