

# Matthew Nelson, PhD

Research Scientist

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Research scientist with expertise in survey methodology, statistical modeling, and quantitative analysis. Work spans corporate reputation research and academic political science — translating complex data into rigorous, decision-ready insight.

## EXPERIENCE

### Survey Research Scientist June 2025 – Present

*Amazon — Reputation Marketing & Insights*

- Design and execute global survey research programs measuring brand reputation, executive favorability, and competitive positioning
- Build automated data pipelines and reporting infrastructure; produce crosstab tables, visualization decks, and research briefs for senior communications and marketing stakeholders
- Apply logistic regression with Shapley value decomposition, specification curve robustness checks, factor analysis, and correlation analysis to model reputation outcomes and identify key drivers of brand perception
- Manage cross-vendor methodology, data quality review, and calibration across global research partners
- Leverage machine learning and AI tools to automate data processing and synthesize insight across large-scale survey datasets

### Research Manager & Quantitative Research Specialist 2023 – 2025

*Purple Strategies*

- Designed survey instruments and statistical models for *Fortune 50* clients on reputation management, crisis communications, and competitive positioning
- Produced research briefs and executive presentations translating message testing into strategic recommendations
- Led training on research methods and AI applications across research and strategy teams

### Doctoral Researcher & Research Fellow 2019 – 2022

*University of Southern California — Schwarzenegger Institute / Fair Maps Lab*

- Published peer-reviewed research in *PS: Political Science & Politics*; cited in U.S. Supreme Court amicus brief, *Moore v. Harper*
- Applied regression analysis, ecological inference, and racially polarized voting methodology to redistricting and voting rights cases for government clients
- Co-authored gerrymandering report covered by the Washington Post, FiveThirtyEight, and CalMatters

### Teaching Assistant — Undergraduate Practical Politics 2019 – 2021

*Bob Shrum · USC Jesse M. Unruh Institute of Politics*

- Assisted in designing and teaching undergraduate courses on campaign strategy, media influence, and electoral policy
- Supported student learning through grading, office hours, and course management via Blackboard

## SELECTED PUBLICATIONS

### "Independent Redistricting Commissions Are Associated With More Competitive Elections."

*PS: Political Science & Politics*, 2023. Cited in U.S. Supreme Court amicus brief, *Moore v. Harper*.

### "The Worst Partisan Gerrymanders in U.S. State Legislatures."

USC Schwarzenegger Institute, 2019. Covered by Washington Post, FiveThirtyEight, CalMatters.

### "Racially Polarized Voting in Riverside County."

County of Riverside, 2021.

## EDUCATION

**PhD, Political Science & International Relations** University of Southern California 2022

**MA, Politics & International Relations** University of Southern California 2020

**BA, Political Science — summa cum laude** University of South Florida 2018

## SKILLS

**Research Design** Survey methodology, experimental design, sampling, instrument development

**Statistical Analysis** Logistic regression, factor analysis, specification curve analysis, Shapley decomposition, correlation analysis, ecological inference, causal inference, predictive modeling

**Deliverables** Research briefs, executive presentations, crosstab reporting, data visualization

**Programming** R (expert) · Python (advanced) · SQL · HTML/CSS

**Languages** English (native) · Spanish (fluent)