

## WORK

### **Partner and Senior Vice President, Campaign Solutions, Alexandria, VA October 1999 - April 2010**

- Developed and executed all aspects of online operations for over 100 campaigns and organizations, including presidential campaigns, national party conventions, non-profit organizations and Senate, Gubernatorial and Congressional races
- Created unique strategic plans for campaign websites and active digital outreach
- Coordinated and designed content and graphics consistent with campaign message
- Established and oversaw aggressive online fundraising strategies using web, email and online advertising to meet client goals
- Integrated client strategies with third-party media and social networking websites
- Managed staff of fifteen to coordinate company priorities and client objectives

### **Embedded Manager**

- Deputy eCampaign Director, John McCain 2008
- Online Director, 2008 Republican National Convention
- Online Co-director, 2004 Republican National Convention

### **Speaker, new media political strategy**

- Media Outlets and Conferences: National Public Radio; South by Southwest Interactive; Minnesota Public Radio; Google
- Associations: Personal Democracy Forum; the Institute for Politics, Democracy and the Internet; the American Association of Political Consultants; GOPAC; the Republican National Committee
- Universities: Harvard Institute of Politics, George Washington University

## AWARDS

### **Rising Star in Politics**, "Campaigns and Elections" magazine, May 2005

### **Golden Dot Award**, Institute for Politics, Democracy and the Internet

- 2007 Talent for Senate "Best Statewide Website"

### **Pollie Awards**, The American Association of Political Consultants

- 2008 Republican National Convention "Best of Show Award"
- 2004 Republican Convention "Best Overall Internet Campaign"
- 2004 DeMint for Senate "U.S. Senate Website Gold Award"
- 2004 Blunt for Governor "Gubernatorial Website Gold Award"
- 2003 Pataki for Governor "Best Overall Internet Campaign"
- 2001 Earley for Governor "Best Statewide Website"

## EDUCATION

### **The George Washington University**, Washington, DC, May 2002

B.A. Political Communication, Summa Cum Laude, Phi Beta Kappa

Graduated with Special Honors for senior thesis entitled "Campaigns in Cyberspace"

## SKILLS

### **Computer Proficiencies:** HTML / CSS coding, Wordpress, Adobe Photoshop, InDesign,

Illustrator, and Dreamweaver, Mass email design and delivery, Video production and editing, Apple iLife, Keynote and Pages

## ACTIVITIES

Digital Strategy Trainer, International Republican Institute

- Conducted website and digital strategy training for international clientele

Session Member & Youth Group Advisor, Old Presbyterian Meeting House

First Grade Reading Tutor, Alexandria Tutoring Consortium

Participant in recreational baseball league

Competitive race runner, Charlottesville Marathon 2007, Marine Corps Marathon 2009