**Summary:**

Community-minded professional with experience across persuasive communication strategy, social media management, and campaign design. Observant, emotionally aware, and intuitive. Polished written communication, organization, and research skills.

# Skills:

* **Wix** website builder, **Mailchimp** email marketing, **Canva** design, **Fotor** photo editor
* **Social media** account management and execution of related ads and marketing
* Campaign-specific programs such as **Orestar**, **VAN**/Voter Access Network, and **Electrac**
* Professional **press release** development
* Critical communication **strategy** and **research** skills
* Successful recruitment and training of volunteers
* Office administrative work, event planning, and scheduling

# Related Experience:

# North Clackamas Education Foundation March 2019 – Current

*Communications Coordinator*

* Researching audience demographics for development of strategic a communications plan
* Improving and maintaining current communications with community members and donors
* Developing and scheduling Facebook campaigns and e-mail newsletters
* Developing promotional posters, graphics, and outreach kits

**Ryan Deckert for Washington County Chair January 2018 – May 2018**

*Campaign Field Manager*

* Managed campaign’s social media content and accounts: designed persuasive social media messaging for event promotion, volunteer recruitment, and vote building;
* Purchased Facebook ads and identified target audiences; responded to P2P communication and constituent inquiries
* Curated candidate’s weekly newsletter using Mailchimp email marketing
* Crafted promotional graphics
* Supervised community outreach programs, recruited and managed teams of volunteers
* Screened donor archives using Oregon Elections System for Tracking and Reporting; Summarized prospects for fundraising team; conducted online opposition research
* Served as administrative assistant to former State Senator Ryan Deckert:developed campaign calendar through correspondence with county leaders; arranged meetings; scouted public appearance and speaking opportunities
* Oversaw event planning and preparation; served as campaign ambassador and photographed all community events
* Developed canvassing strategy using targeted voter demographics and turf building

# EDUCATION:

# **Portland State University June 2017**

# *Bachelor of Arts in* ***Communication Studies****; Minor:* ***Civic Leadership***

**Relevant Coursework:**

* Health Communications Campaigns
* Communication Research Methods
* American Sign Language
* Political Communication
* Social Media
* Leading Social Change
* Urban Communication
* Intro to Public Relations
* Conflict Resolution

# Community Involvement:

**Learning Garden Labs, Food Systems and Sustainability Capstone Spring 2017**

* Supported LGL staff in their mission to deliver Lane Middle School students place-based education in urban farming, food systems, and sustainability

**Overnight Host Volunteer, Portland Homeless Family Solutions 2015 – 2016**

* Assisted guests and oversaw facilities at night to alleviate financial burden of paying staff overnight

**Alumni Member of Invisible Children’s Central Michigan University Chapter 2011 – 2013**

* Assisted with planning and execution of creative fundraising events; promoted the organization’s mission; participated in related lobbying

**Invisible Children’s Fourth Estate Leadership Conference Summer 2013**

* Selected to participate in a four-day conference regarding the millennial generation’s role in global justice and international humanitarian efforts led by experts in the field of global justice

# Additional Work Experience:

**American Red Cross Cascades Region** **March 2015 – August 2015**

*Youth Services Intern*

* Facilitated communication and organization of the Portland Youth Council; coordinated youth club events, including the ‘Leadership Development Conference’ and integrated youth into annual ‘Camp Prepare’ event; managed youth club databases

Private Child Care Provider **September** **2013 – Current**

* Organized child enrichment, facilitating early learning development; performed mediation and de-escalation using problem assessment, negotiation, and implementation of creative solutions

**Auburn Hills Dairy Queen April 2011 – August 2013**

*Opening/Closing Manager*

* Trained and supervised staffs; ensured execution of FDA food safety standards; accounted for inventory, till and product orders; performed basic food preparation and customer service; served on-call in case of emergency.