

Experience

Office of California Governor Gavin Newsom

Deputy Digital Director (July 2024 - Present)

- Creating high-performing content, including videos assembled with on-the-ground & studio footage, original graphics, b-roll & more
- Personally garnered more than half a billion organic social views
- Shepherding content through review processes, contributing to the broader strategic planning for the office's digital messaging & managing external relations with contract partners
- Co-leading instructional presentations to agency communications staff, co-creating state budget slideshows & co-managing the newly created Governor's Creator Corps

Async Strategies

Digital SMS Specialist (September 2023 - March 2024)

American Bridge 21st Century

Content Manager (March 2022 - November 2022)

Digital Strategist, Social Media & Design (September 2021 - March 2022)

- Crafted social campaign & long-term content strategy to shape narratives
- Garnered 12.4M+ organic social impressions & 501.8M+ GIPHY views

CivicPlus

Freelance Social Media Manager (April 2021 - May 2021)

Democratic Congressional Campaign Committee

Digital Strategist (March 2020 - March 2021)

- Raised record-breaking \$112M nationally in small-dollar donations

Kansas Democratic Party

Digital Media Director (January 2018 - February 2020)

Communications Fellow (August 2017 - December 2017)

Intern (May 2017 - August 2017)

- Won both a three-way gubernatorial election & Democrats' first congressional race in a decade

Adrienne Olejnik for Kansas House District 51

Digital Director, Campaign Researcher (July 2016 - November 2016)

Skills

- Adobe Creative Suite
 - Photoshop, Illustrator & InDesign
 - Premiere Pro & After Effects
- Social Media Copywriting, Style & Voice
- Content Calendar Management
- Brand Refreshes & Strategy
- HTML/CSS Coding
- Project Management & Rapid Response

Education

Kansas State University

B.S., *magna cum laude*, Mass Communications

Minors: Music, Political Science

(May 2018)

Certifications

- *Career Essentials in Generative AI* by Microsoft & LinkedIn (2023)
- *Career Essentials in Project Management* by Microsoft & LinkedIn (2023)