Alexander Brase

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Experience

Office of California Governor Gavin Newsom
Deputy Digital Director *(July 2024 – Present)*

- Creating high-performing content, including social videos assembled with on-the-ground & studio footage, original graphics, b-roll & more
- Personally garnered more than 600 million 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 a launched 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)*