

## Educational Background

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American University, 2001

- Master of Arts, International Training and Education
- Focus on Nonprofit Management and Communications

Stetson University, 1995

- Bachelor of Arts, Religious Studies
- Minors in Women and Gender Studies and Leadership Studies

## Professional Experience

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### Management, Training and Communications Experience

- Consultant on developing youth outreach plans, fundraising strategies, media plans and innovative messaging campaigns.
- Pundit on FOX, CNN, MSNBC and published articles in various newspapers, magazines and blogs.
- Wrote curriculum, strategic, marketing and finance plans for diverse programs including AmeriCorps, HRC and Oxfam.
- Developed operations plans for nonprofits and membership-based organizations, including start-up phases.

### Bold Nebraska, Founder and Editor / 2010-current

- Run statewide grassroots campaign and help elevate state issue into national focus.
- Develop branding, website and communication materials.
- Serve as national and state spokesperson in print and TV.
- Write talking points, press releases, LTEs and other communication pieces.

### SEIU Change That Works Project, Nebraska State Director / 2008-2010

- Developed and executed statewide plans with field and media strategies on key issues including labor and health reform.
- Managed a team of 10 staff in 3 field offices across Nebraska.
- Coordinated leaders from advocacy groups, doctors, farmers, ranchers, faith and small businesses through structured tables.
- Organized townhalls, formal Congressional meetings and actions in Nebraska and DC.
- Engaged Nebraskans in rural and urban communities through door-to-door canvassing, house meetings and events.

### Democratic National Committee Youth Council, Co-Chair / 2008-2009

- Worked with leadership at DNC to incorporate measurable youth-based programs.
- Coordinated youth voting groups' activities with monthly calls and collaborative projects including the first DNC youth table.
- Raised over \$50,000 for young voter programs and marketing plans at the National Convention in Denver.

### Young Voter Pac, Executive Director / 2007-2008

- Trained Democratic candidates, State Parties and youth organizations to develop youth voting strategies and plans.
- Fundraised through major donors, events and small donors and implement budget for PAC and non-federal 527.
- Developed creative campaigns around elections using peer-to-peer activities, Facebook and text messaging.
- Served as spokesperson on mainstream and alternative media outlets including FOX and MSNBC.

### MTV Choose or Lose Street Team, Nebraska Reporter / 2007-2008

- Worked with national team to generate new users and repeat visitors to MTV's election website.
- Produced videos and blogs related to youth voting and youth culture on a weekly basis.

### Young Democrats of America, Executive Director / 2004-2007

- Rebranded YDA's overall image, program focus, promotional materials, training manuals and website.
- Implemented first-ever national youth coordinated campaign resulting in historic youth vote turn-out.
- Administered communication plan for youth coordinated campaign with five youth partners.
- Planned special events, regional meetings, conferences and town halls.
- Raised \$3.5 million through donor tables, major donors, small donors and internet.

### The Renfrew Center Foundation for Eating Disorders, Executive Director / 2001-2003

- Instituted cost savings, of \$80K annually, to expand and improve efficiency of outreach programs.
- Wrote action guides and a quarterly newsletter with a circulation of over 100,000 individuals and allied organizations.
- Worked with public relations firm to develop long-term marketing strategy.
- Pitched and secured news stories including serving as lead consultant for the documentary *Thin* which aired on HBO.