

EXPERIENCE

Senior Client Manager, Blue State Digital LLC (Washington, DC) - *February 2008 to Present*

I work with a diverse portfolio of campaigns, organizations and corporations in developing and executing innovative web communication strategies. Whether through a robust web site, an aggressive e-mail program, social media platforms, or blog outreach (usually a little of all of them), our goal is to build online communities and activate supporters. My portfolio has included clients including Senator Ted Kennedy, Senator John Kerry, Governor Martin O'Malley, Barack Obama's Presidential Inaugural Committee, the U.S. Olympic Committee, the American Cancer Society Cancer Action Network, and more.

Creative Director and Owner, On Deck Communication Studio LLC (Arlington, Va.) - *December 2004 to January 2008*

I worked with Democratic campaigns in three areas: general communication strategy, online strategy, and graphic design. In communication strategy, I guided message development, written speeches, news releases, talking points, op-eds. In online strategy, I designed and developed campaign web sites, conducted blog outreach, and managed online ad-buys. In graphic design, I developed a variety of visual brands and designed a multitude of mail pieces, brochures, identity kits and more. As the company's owner, I was responsible for all business aspects, as well, from marketing to finance.

Director of Communications and Public Policy, The Performance Institute (Arlington, Va.) - *January 2003 to December 2004*

I led the policy and communications efforts of the non-partisan think tank, which sought to improve the performance of federal and state government programs through the use of performance management strategies. Working with Congressional staff and executive branch officials, I organized public forums and conducted private briefings to educate and advocate, including the first meeting of Cabinet-agency chiefs of staff during the Bush administration. I was also successful in assembling organizational coalitions around several advocacy campaigns and dozens of events. As the Institute's lead spokesman, I wrote all news releases, talking points, and background papers, pitched stories and spoke on the record.

Director of Marketing, The Performance Institute (Arlington, Va.) - *August 2002 to December 2003*

I managed the Institute's marketing and advertising activities for its conference and training divisions, overseeing all messaging, collateral development and organizational outreach. I supervised a staff of four full-time marketers and four freelance designers and managed an annual budget of more than \$2 million.

Managing Editor, Highbridge Horizon (New York, NY) - *September 2001 to August 2002*

I directed all editorial and business operations for this biweekly, bilingual community newspaper in one of the poorest neighborhoods of the South Bronx. I also reported on New York City politics, government, Sept. 11 recovery, illegal immigration, public assistance, and general assignments. I also wrote the paper's editorials, covering topics including control of the city's public schools, campaign politics, policing, and the Yankees' efforts to squeeze the city for a new stadium.

Reporter, Daily Times (Delaware County, Pa.) - *May 2000 to May 2001*

Reported on local and state politics, public schools, and general assignment stories for this daily newspaper in the immediate western suburbs of Philadelphia.

ADDITIONAL JOURNALISM EXPERIENCE

Editor, NationalsPride.com (Independent Washington Nationals news and commentary site) - *January 2005 to present*

Editor-in-Chief, The Villanovan (Villanova University student newspaper) - *January 2000 to December 2000*

Men's Basketball Beat Writer, The Villanovan (Villanova University student newspaper) - *May 1999 to April 2001*

Sports Editor, The Villanovan (Villanova University student newspaper) - *January 1999 to December 1999*

News Reporter, The Villanovan (Villanova University student newspaper) - *September 1997 to December 1998*

Correspondent and Columnist, Times-Herald Record (Hudson Valley, NY) - *October 1996 to September 1998*

COMPUTER PROFICIENCY

Hardware and Operating Systems: Apple Macintosh OS 10.5, Windows XP, Windows Server 2003

Software: Microsoft Office, Photoshop CS3, InDesign CS3, Dreamweaver CS3, Illustrator CS3, Final Cut Pro

Web Languages: HTML, CSS, MySQL, ColdFusion 8, Javascript (fundamental)

EDUCATION

Master of Arts in Political Management from The George Washington University, Washington, D.C. - *May 2004*

Bachelor of Arts in Communication from Villanova University, Villanova, Pennsylvania - *May 2001*