

RACHEL SHABAD

PROFESSIONAL EXPERIENCE

Digital Consultant, TIME'S UP, April 2021-present

- Provide strategic advice for content and format on social media and websites
- Write several blog posts to bring awareness to the prevalence of sexual assault and inequity of women and people of color in the workplace.
- Conduct research on topics such as prevention of sexual assault, inclusion and diversity in the workplace, caregiving, etc.
- Collaborate on project management for digital projects, coalitions and campaigns, and online channels.

Email Fundraising Strategist, Biden For President, September 2020 – November 2020

- Member of online fundraising team that raised highest amount of funds online in any presidential campaign throughout history, raising a total of \$293MM on email from 2.5MM donors, a total of 54% of all campaign funds.
- Drafted fundraising emails that personally raised a total of about \$13MM; raised \$2.5MM+ for Kamala Harris' debate night email.
- Successfully curated the voice for Joe Biden, Kamala Harris, Barack Obama, Hillary Clinton, Carole King, and various other surrogates.
- Created email content for a number of our grassroots fundraising virtual events which raised \$28MM from our team.
- Optimized fundraising emails with geotags, donor personalization which increased action from our email list.
- Collaborated on various AB testing for SLs, SMS, senders, etc. to identify high-performing content and push out to increase revenue and donors.
- Provided strong attention to detail and quality assurance, creating a high-quality product for nearly 6 million supporters on our list.
- Collaborated in team-wide brainstorms to mobilize online supporters, different forms of testing, rapid response, debate nights, grassroots fundraisers, contests, reactivation, and various donor content.

Digital Strategist, FogLamp Content Studio, October 2019- February 2020

- Created digital fundraising campaigns for congressional and state legislative races, providing KPIs and optimization of content
- Customized a digital campaign for the ratification of the Equal Rights Amendment under Virginia Delegate Jennifer Carroll Foy.
- Participated in creating firm-wide communication and project management standards for a handbook for internal and external procedures and company-wide best practices.

Junior Digital Strategist, Veracity Media, March 2018 – November 2018

- Created effective digital campaigns that elected House Democrats such as Andy Kim, Lucy McBath and Ayanna Pressley.
- Provided strategic messaging, list growth, and testing for clients during weekly calls to increase overall ROI.
- Led trainings in Blue State Digital, Photoshop, and personalized content in BSD and NGP 8.
- Created Facebook persuasion ads and tested images, content, and audience leading up to the election and increased name ID.
- Assisted with P2P SMS messaging to youth voters to help get information for voting on Election Day

Production Coordinator, Well & Lighthouse, June 2017 – November 2017

- Assisted on digital marketing strategy for House & Senate candidates such as Ed Markey, Tammy Duckworth, Nancy Pelosi, and Elijah Cummings
- Loaded email marketing drafts into Blue State Digital, coded & curated an audience
- Collaborated on quality assurance for email marketing campaigns, website and petitions
- Participated in weekly team meetings to build strategy on engagement & fundraising emails for congressional candidates

Digital Coordinator, Democratic Senatorial Campaign Committee, March 2016- February 2017

- Wrote 6 FR/ENG emails daily and up to 40 monthly; brainstormed and tested content and graphics to generate more followers and donors.
- Participated in weekly team meetings on micro-targeting, personalized content, and social strategy.
- Managed Facebook and Twitter pages providing content & design in rapid response moments; doubling our followers and engagement rate

Communications Coordinator, Hillel International, February 2016

- Established strategic communications plan for newsletters to Hillel student community, alumni, and parents
- Gathered content from campuses across the country to highlight on the national social media pages and newsletters

Web Assistant, Brady Campaign to Prevent Gun Violence, February-December 2015

- Produced effective email marketing with list growth by 11%, driving 15,000 signatures to our petitions.
- Created content for our website and social media pages as well as live-tweeted Capitol Hill press conferences.
- Managed web performance through Google Analytics/Adwords, including during coverage of major mass shooting incidents.

Communications Associate, Religious Action Center of Reform Judaism, April-December 2014

- Managed migration process for a new website and created layout through Drupal
- Assisted with email targeting and marketing through Salsa Labs to our supporters and affiliate congregations
- Coordinated online press mentions through CisionPoint Media, digitized donor files, organized event planning materials for student programming.
- Played a role in creating an anniversary video of history of organization, and organized photos within Flickr

EDUCATION & EXTRA CURRICULARS

The American University, School of Public Affairs, May 2014

Bachelor of Arts, Political Science

College Fellow, Obama for America, 2012

- Helped register 1000+ students to vote and organized phone banks on campus

Server, Open City, Tryst Trading Company, Spring 2016-Summer 2018

- Team player with other servers, managers, and back of house workers

Server, Tryst, Tryst Trading Company, Summer 2019

- Team player with other servers, managers, and back of house workers
- Managed front of house register and drinks and first to welcome customers

Front Desk Studio Coordinator, Flywheel Sports, January 2019-March 2020

- Managed attendance new and old customers for class
- Organized, cleaned, and replenished the full studio with other team players
- Problem-solved database issues for customer accounts
- Open and closed the studio and register with routine security

SKILLS & HIGHLIGHTS

- Basic HTML, CRMs and CMS, ActBlue, Qualitative Assurance, etc.
- Sprout Social, Hootsuite, Tweetdeck, Facebook Business & Ads Manager, Google Analytics/Adwords
- Content creation, Project management, Rapid Response management, Optimization & A/B testing creativity
- Customer service experience building and sustaining relationships – with customers and stakeholders
- Strong team player providing creative ideas and assistance with every project