

Contact

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(LinkedIn)

Top Skills

Public Speaking
Event Planning
Microsoft Office

Tericka Lambert

Deputy Director, Office of Digital Strategy @ The White House
Washington, District of Columbia, United States

Summary

Expertise in content strategy and creation, mobilization, storytelling, project management, audience growth, paid social and digital strategy, email, web, analytics, SMS marketing strategy, influencer engagement, and digital partnerships.

Experience

The White House

Deputy Director, Office of Digital Strategy
August 2022 - Present (2 years 4 months)

U.S. Department of Health and Human Services (HHS)

Director of Digital Engagement
April 2021 - July 2022 (1 year 4 months)

Maya Wiley for Mayor

Digital Director
February 2021 - April 2021 (3 months)

59th Presidential Inaugural Committee (PIC)

Director of Digital Engagement
December 2020 - January 2021 (2 months)

Biden for President

Director of Digital Engagement
July 2020 - November 2020 (5 months)

When We All Vote

Digital Content Director
March 2020 - July 2020 (5 months)

Kamala Harris For The People

Senior Digital Strategist
October 2019 - December 2019 (3 months)

Authentic Campaigns
Digital Strategist
January 2019 - October 2019 (10 months)

NARAL Pro-Choice America
Digital Strategist
February 2017 - January 2019 (2 years)

Democratic Senatorial Campaign Committee
Digital and Membership Coordinator
March 2016 - February 2017 (1 year)
Washington D.C. Metro Area

U.S. House of Representatives - Office of Congresswoman Dina
Titus
Congressional Intern
August 2015 - February 2016 (7 months)

University of Nevada Reno
Recruitment and Admissions Specialist at the Office for Prospective
Students
March 2013 - August 2015 (2 years 6 months)

Education

University of Nevada-Reno
BA in Criminal Justice and BA in Journalism - Strategic Communications