KATE CRAIG

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PROFESSIONAL SUMMARY

Data-driven campaign strategist with 9+ years analyzing donor behavior, fundraising performance, and voter engagement for progressive campaigns. Expertise in CRM platforms (NGP, Salesforce, ActBlue, VAN/VoteBuilder), donor lifecycle management, and translates complex data analysis into compelling narratives for stakeholders that drive revenue growth. Combines technical analytics proficiency with cross-functional project management to deliver measurable results in fast-paced political environments. Track record includes managing $105K+ campaign budget, building donor tracking systems across multiple platforms, and implementing strategic policy initiatives through multi-stakeholder coordination.

EXPERIENCE

Fundraising Data & Analytics | 2016 - Present

Founder | Harvesting Democracy PAC & LLC | 2023 - Present

- Managed portfolio of 16 rural progressive campaigns providing data-driven strategic consulting; directed fundraising generating $70K+ with $10K+ in direct contributions tracked via Excel
- Designed and executed research strategy including polling analysis, opposition research, and message testing using VAN/VoteBuilder to segment voters and inform targeting across endorsed campaigns
- Built coalition of rural organizing groups coordinating joint campaign activities, endorsement processes, and shared voter outreach to amplify impact in underserved rural communities

Fundraising Consultant | Karen Reynolds for Tennessee State Senate | 2023 - 2024

- Built custom NGP dashboards tracking donor pipeline stages, retention trends, and campaign fundraising velocity; dashboards used daily by candidate and finance team to prioritize donor outreach
- Tracked key performance indicators including 68% donor retention rate, $247 average gift size, and 15% upgrade rate from one-time to recurring donors
- Generated monthly fundraising reports analyzing donor acquisition, retention, and upgrade metrics; helped raise $45K+ during 6-month consulting engagement
- Segmented donors by geography and contribution levels for targeted cultivation and messaging; coordinated donor outreach strategy including call time, events, and digital appeals

Candidate | Tennessee State Senate, District 3 | 2022

- Developed comprehensive campaign plan managing $105K+ budget with 3-scenario Excel forecasting models; maintained zero state finance violations through rigorous compliance tracking and regular financial reporting
- Tracked donor metrics including acquisition sources, retention rates, and average contribution size using ActBlue and Excel; achieved 7-point voter support gain in R+20 district through data-informed strategy
- Directed research strategy using benchmark polling, tracking surveys, VAN voter targeting, and opposition research; analyzed precinct-level voter data in Looker Studio to identify highest-ROI targets for paid canvassing
- Strategic resource allocation flipped 1 precinct and came within 2 points in 2 others; managed vendor relationships for digital advertising, direct mail, and field operations while utilizing Python for campaign data manipulation

Campaign Manager | Nancy Fischman for Tennessee House of Representatives | 2016

- Authored comprehensive campaign plan covering strategy, $40K budget, field operations, and compliance; supervised 3-person campaign staff coordinating daily operations
- Conducted district voting analysis across 3 election cycles, opposition research on voting records, and policy development informing campaign messaging and targeting strategy

ACHIEVEMENTS

★ Built and maintained donor tracking systems across NGP, ActBlue, Salesforce, and VAN platforms, analyzing retention rates, average gift size, and upgrade patterns to inform fundraising strategy

★ Created custom NGP queries and dashboards identifying major donor prospects and recurring donor opportunities, contributing to $45K raised in 6 months for state senate campaign

★ Developed Excel budget forecasting models with 3 scenario projections managing $105K+ campaign; achieved 7-point voter support gain through data-driven precinct targeting

★ Analyzed Looker Studio voter data reports informing strategic field operations; successfully flipped 1 precinct and came within 2 points in 2 others through targeted resource allocation

★ Tracked and optimized email marketing performance using Constant Contact and Mailchimp, analyzing open rates, click-through rates, and conversion metrics to adjust campaign strategy

★ Managed cross-functional project coordinating Tennessee Department of Health, law enforcement, judiciary, and healthcare providers to implement evidence-based policy change in conservative region

★ Graduated 70+ first-time candidates through comprehensive training program covering campaign analytics, compliance, and data-driven strategy; 25% advanced to competitive races

★ Built interactive Tableau dashboard analyzing 1,100+ campaign donations, visualizing donor behavior, revenue trends by source, and retention metrics to inform fundraising strategy decisions

★ Presented strategic data insights to Board members and campaign leadership, translating fundraising metrics into actionable recommendations

★ Led 6-month cross-functional project implementing evidence-based policy across government agencies, managing timelines, stakeholder relationships, and deliverables to successful completion

- Directed fundraising efforts tracked via spreadsheets; built local coalition coordinating voter outreach across organizational partners

Project Management & Systems Implementation | 2021 - Present

Program Manager | Insight Alliance | 2021 - 2022
- Led cross-functional project coordinating Tennessee Department of Health, law enforcement, judiciary, defense attorneys, and healthcare providers to implement medication-assisted treatment program despite political opposition
- Authored strategic policy plan for TN Department of Health implementing evidence-based diversion program in Sullivan County Circuit Court through systematic stakeholder engagement
- Developed paradigm shift messaging strategy including regional billboard campaign and stakeholder education to overcome community resistance and shift narrative on substance use disorder treatment

Owner | Kate Craig Consulting | 2022 - Present
- Implemented integrated marketing strategy for McClaskey Excellence Institute using Salesforce for lead tracking and pipeline management, Google Analytics for website performance, and Constant Contact for email marketing metrics
- Launched and produced Operations Experts podcast managing end-to-end production workflow; tracked performance metrics to optimize content strategy and audience growth
- Implemented marketing automation workflows in Constant Contact, increasing email engagement by 20%
- Designed responsive websites using WordPress, tracking user engagement and conversion metrics through Google Analytics to inform iterative improvements

Coalition Building & Training Development | 2017 - Present

Chair | Washington County Democratic Party | 2017 - 2021
First Congressional District Chair | TN Democratic County Chairs Association | 2019 - 2023
- Managed annual operations including $35K budget, compliance reporting, and vendor contracts using Excel tracking systems; served as liaison coordinating resources across state party, campaigns, and local organizations
- Built systematic candidate recruitment program supporting 25 community members to pursue office; recruited and managed 120+ volunteers across 35 precincts conducting VoteBuilder data analysis
- Executed multi-platform communications strategy (Facebook, X, Instagram, email) tracked via Buffer analytics, increasing volunteer recruitment by 260%

Training Program Developer & Facilitator | 2019 - Present
- Designed comprehensive campaign training curriculum covering strategic planning, fundraising, data-driven field operations, compliance, and communications for rural organizing contexts
- Graduated 70+ first-time candidates and campaign staff through multi-session programs providing ongoing mentorship; 25% advanced to run competitive campaigns
- Developed training materials including campaign plan templates, compliance checklists, budget forecasting tools, and messaging frameworks used by 30+ campaigns across Tennessee

Budget & Financial Management | 2006-2013

Financial Analyst II | TASC (Navy Contractor) | 2006-2013
- Managed $100 million annual budget for Self-Defense Test Ship supporting U.S. Navy testing operations; allocated funds across multiple departments to support non-Aegis based testing
- Prepared and submitted monthly status reports to Navy leadership analyzing budget performance and forecasting funding timelines — translating complex financial data into executive-ready presentations
- Developed budget forecasting models to project funding timelines and identify resource allocation needs; coordinated with multiple departments ensuring alignment between budgetary allocations and operational priorities
- Delivered data-driven financial insights and performance narratives to senior leadership, enabling strategic resource allocation decisions across multiple departments

SKILLS & TECHNICAL PROFICIENCIES

CRM & Database Platforms:
NGP, Salesforce, ActBlue, VAN/VoteBuilder, OnePage

Analytics & BI Tools:
Tableau, Google Analytics, Looker Studio (analysis), Excel/Google Sheets (advanced modeling, forecasting), Constant Contact/Mailchimp (email metrics)

Project Management:
Notion, Trello, Slack, cross-functional team coordination, vendor management, compliance tracking

Digital Communications:
Buffer/Hootsuite, WordPress (Divi, Bricks), Cana, Final Cut Pro, Adobe Suite

Core Competencies:
Donor lifecycle management, budget forecasting, data-driven targeting, coalition building, stakeholder engagement, training development

BOARDS

Tennessee Advocates for Planned Parenthood
2024 - Present

Planned Parenthood of Tennessee and North Mississippi
2023 - Present

Tennessee Equality Project
2024 - Present

Create Appalachia
2015 - 2016 & 2018 - 2019

CERTIFICATIONS

SheCodes
HTML, CSS, JavaScript, Python, React.JS (2025)

DataCamp
SQL Fundamentals, Intermediate SQL (2025)

Tableau Public
Data Visualization & Dashboarding (2025)

EDUCATION

American University
Master of Public Administration
Graduate Certificate of Women, Policy, and Political Leadership
Campaign Management Institute
WeLEAD

East Tennessee State University
Political Science
Leadership Studies