

Kaitlyn Goodman-Vojdani

Phone: (407) 492-1690

Email: kaitlyn.a.goodman@gmail.com

LinkedIn: <http://linkedin.com/in/kaitlyn-goodman-vojdani>

Data-driven digital media and communications professional that is passionate about elevating brands through storytelling and leveraging audience insights, analytics, and A/B testing. Trusted advisor in public affairs, government, and marketing sectors over the past 7 years.

CORE COMPETENCIES

Advertising & Marketing Technology: Social Media, Email Marketing Platforms, Search Engine Optimization, Google Analytics, HubSpot Marketing Automation, Salesforce CRM

Content Creation: Adobe Creative Cloud, Basic HTML, Photography, Videography, Website Management Platforms

PROFESSIONAL EXPERIENCE

PUBLIC AFFAIRS ANALYST II

March 2017 to present

Los Angeles County Development Authority, Alhambra, CA

- Assisted in the development of the agency's new name and new brand, launched in May 2019, and oversaw the production of rebranded assets
- Collaborate with government and community stakeholders to launch countywide campaigns
- Launched and manage agency's social media communities on Facebook, Twitter, and LinkedIn
- Build strategic content calendars and campaigns to help grow social media communities organically year-over-year
- Analyze and report on data/analytics to determine trends and opportunities for improvement
- Created, maintain, and monitor biweekly newsletter highlighting agency news
- Draft press releases and assist Public Information Officer with media pitches and fielding media calls
- Develop and execute marketing strategies for agency, economic development and housing programs, and projects, including paid advertising opportunities
- Develop talking points, video scripts, and content for the Executive Director for internal and external audiences
- Design and create marketing materials and infographics using Adobe Creative Cloud
- Proofread and edit content for all external agency communication, including marketing materials, PowerPoints, forms, letters, and award applications

ACCOUNT EXECUTIVE

March 2015 to February 2017

Storefront Political Media, San Francisco, CA

- Worked on special projects, including I Agree to See, SpeakEasy Political, and Storefront Digital
- Served as Digital Marketing Manager for I Agree to See – a growing collection of new political ads and memorable political communication from the past
 - Expanded online traffic to nearly **2 million monthly sessions** during the 2016 campaign through inbound marketing, SEO, and magnifying social media presence
 - Managed social media accounts, including live tweeting during debates, press conferences, and other large events
 - Responsible for writing and publishing 1 to 5 pieces of content daily, writing over 800 articles
 - Wrote and managed weekly email newsletter

- o Assisted with website redesign, daily maintenance of website, and daily posting to WordPress hosted site
- Managed Storefront's CRM and identified and nurtured leads using Salesforce and HubSpot
- Proofread and edit content produced for agency clients, including Fortune 500 companies, trade associations, labor unions, non-profit organizations, elected officials/candidates for public office, and public agencies
- Conducted research on local policy initiatives, trending political topics and statistics for clients
- Assisted in local political campaigns on fundraising, organizing events, and email marketing

CONGRESSIONAL AIDE

August 2014 to March 2015

United States House of Representatives (CA-13), Oakland, CA

- Staffed and prepared the Congresswoman for community events, press conferences, media interviews by drafting talking points, speeches, press releases, Congressional Records, and briefing materials
- Drafted and managed district-related social media outreach for Twitter, Instagram, and Facebook
- Effective community outreach and relationship building with community stakeholders, elected officials, and federal agency officials on issues pertaining to violence prevention, higher education, health and HIV/AIDS
- Organized and executed outreach events, ranging from small to large-scale, often with a short turnaround due to pressing legislative or community needs
- Assisted constituents by communicating with and navigating the complexities of the federal government, specializing in USPS, OPM, EEOC, OWCP, HHS, DOE, and Medicare
- Served as Intern Coordinator, recruiting, hiring, and training interns for 3 sessions/year

STAFF ASSISTANT

December 2013 to August 2014

United States House of Representatives (CA-13), Oakland, CA

- Assisted constituents by communicating with and navigating the complexities of the federal government, specializing in USPS, OPM, EEOC, and OWCP
- Staffed the Congresswoman at community events
- Assisted with outreach events, ranging from small to large-scale, often with a short turnaround due to pressing legislative or community needs
- Served as Office Manager, Systems Administrator, and Intern Coordinator

CONGRESSIONAL INTERN

February 2013 to October 2013

United States House of Representatives (CA-13), Oakland, CA

- Worked alongside the Senior Casework Manager, assisting veterans in the district to communicate with the U.S. Department of Veterans Administration
- Composed constituent referral letters, certificates, greetings
- Assisted with outreach events, ranging from small to large-scale, often with a short turnaround due to pressing legislative or community needs
- Updated intern training program for incoming interns

EDUCATION

University of California, Berkeley

Berkeley, CA

Bachelor of Arts, Political Science; Music Minor
