

David Steele

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Work Experience

Charlie Crist for Governor, Digital Strategist June 2022 – November 2022

- Managed day-to-day operations of email and text fundraising programs for a competitive statewide gubernatorial campaign that raised \$10 million online (the third highest online fundraising total for a Democratic gubernatorial challenger in 2022)
- planned content, coded, and targeted over 20 fundraising emails per week to an audience of about 300,000 individuals using NGP VAN, often garnering a gift/send rate of 0.08%
- Used A/B tests, NGP reporting, and ActBlue data to track performance; worked with digital consultants to analyze results and provide recommendations to leadership for optimization
- Composed copy for social media (both planned & rapid response), reaching an audience of over 250k on Twitter, 105k on Facebook, and 17k on Instagram
- Wrote “direct-to-camera” fundraising scripts for the candidate

Mothership Strategies, Digital Strategist December 2021 – April 2022

- Raised \$30,000 - \$50,000 per week writing and building email & SMS messages for a nationwide PAC
- Created surveys and landing pages in ActionKit
- Maintained a weekly content calendar, attended a weekly meeting to pitch new copy and analyze email & text performance

Sharif Street for PA, Deputy Finance Director June 2021 – October 2021

- Raised over \$41,000 from medium and large dollar donors
- Managed relationships with dozens of high-dollar bundlers
- Staffed the candidate at fundraising events and prepared talking points appropriate to the audience
- Solicited new supporters to raise money for the campaign in-person and via email
- Planned online (Zoom) and in-person fundraising events with dozens in attendance; confirmed guest lists, arranged venue and catering

Office of Congresswoman Suzan K. DelBene, Intern January 2020 – March 2020

- Acted as liaison between the constituents and the congressional staff
- Assembled daily press clippings from local and national outlets

American University College Democrats, Treasurer April 2019 – May 2020

- Designed and executed a fundraising plan that yielded \$3,000, representing a more than 300% increase over the past 2 years; worked with the campaigns team to allocate funds toward campaign expenses
- Worked with the campaigns team to oversee a Virginia field operation that knocked on 11,000 doors, sent 40,000 texts, and made 11,000 phone calls
- Winner of the 2020 College Democrats “Chapter of the Year” award

Volunteer Work

Tech for Campaigns, Email Marketer May 2022 - July 2022

- Drafted and scheduled all emails for MI House Democratic Caucus, increased email fundraising by 210%

Skills

- HTML, CSS, NGP VAN, ActBlue, ActionKit, Canva, Peer-to-Peer texting (Switchboard, Tatango, Hustle), Microsoft Office, Google Suite, Social Media Management, Facebook Business Manager

Education

American University Washington, DC

Bachelor of Arts, CLEG: Communications, Law, Economics, and Government — Dec 2020