

PETE SOLECKI

Washington, DC ■ 202-495-1349 ■ pete@petesolecki.com

INDEPENDENT DIGITAL & POLITICAL CONSULTANT serving clients in the U.S. and Asia

Jan 2015–present

- Deliver solutions including message development, electoral strategy, research, data analysis, targeting, digital communications, online advertising, graphic design, staff management, fundraising, and web site and application development, personally or through managed vendor relationships
- Grow partnerships through honest dialogue about goals, opportunities, performance, and resources
- Execute programs using various platforms and tools: advanced Excel, Google AdWords, Facebook Ads Manager & Insights, Twitter Ads, Adobe Photoshop & Illustrator, NationBuilder, Votebuilder, GitHub, ExpressionEngine, Google Analytics, HTML, CSS, and basic JavaScript
- Exceed the expectations of a range of clients, from one-time projects for small D.C. firms to long-term management of the digital components of a presidential campaign in a large Asian nation

LOUISIANA DEMOCRATIC COORDINATED CAMPAIGN, New Orleans, LA

DIGITAL DIRECTOR, Aug–Dec 2014

- Oversaw digital programs for Senator Mary Landrieu and other candidates, and coordinated with stakeholders including the national and state parties, surrogates, key supporters, and consultants
- Collaborated with the communications team to design graphics and disseminate messaging to influence perception of the challenger and generate earned media
- Developed a tool that allowed supporters to schedule and manage their own volunteer shifts online with email and SMS reminders to improve retention, and integrated reporting to the field team
- Designed, placed, and managed ads across digital platforms to persuade and motivate targeted voters

BLUE STATE DIGITAL, Washington, DC

ACCOUNT DIRECTOR, Oct 2011–Aug 2014

- Led engagements to develop, execute, and optimize digital programs for global brands, advocacy groups, Fortune 500 companies, and major charities
- Advised clients on strategic decision-making to achieve goals such as revenue growth, policy change, and brand enhancement by building stronger connections with their target audiences
- Was promoted from Account Coordinator in 2012 after fostering positive relationships with clients as their primary point of contact with BSD to maintain and grow multi-million dollar accounts
- Managed project teams across five offices to create deliverables including email, social media, paid advertising, website design and development, software solutions, user experience design, video and static content creation and curation, and data analytics
- Cultivated new business opportunities, directed and mentored staff, and improved internal processes

KENTUCKY DEMOCRATIC COORDINATED CAMPAIGN, Louisville, KY

DEPUTY FIELD DIRECTOR, July–Nov 2010

- Oversaw a statewide program that engaged 2,100 volunteers and made 650,000 visits or calls to voters behalf of local and statewide Democratic campaigns, primarily Jack Conway for U.S. Senate
- Organized the recruitment and hiring of 50 full-time staff, developed and implemented a training regime, coached managers, and set goals and created data-driven tools for measuring progress
- Constructed targeting parameters for all direct mail and direct voter contact activities
- Directed data collection and analysis for the recount effort in the tossup 6th Congressional District in the weeks following Ben Chandler's 648-vote victory in the U.S. House race on Election Day

OBAMA FOR AMERICA Florida Statewide GOTV Consultant, Oct–Nov 2012, Tampa, FL

OFFICE OF FEDERAL RELATIONS Georgetown University, Dec 2008–July 2010, Washington, DC

JOHN EDWARDS FOR PRESIDENT Field Department, July 2007–Feb 2008, Cedar Rapids, IA & Las Vegas, NV

PENN, SCHOEN AND BERLAND ASSOCIATES International Team, May 2006–May 2007, Washington, DC

■ ■ ■

GEORGETOWN UNIVERSITY, BACHELOR OF ARTS (Government & History), May 2007, Washington, DC