

PETE SOLECKI

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GEORGETOWN UNIVERSITY, Washington, DC

BACHELOR OF ARTS, May 2007, major: Government, minor: History

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LOUISIANA DEMOCRATIC COORDINATED CAMPAIGN, New Orleans, LA

DIGITAL DIRECTOR, Aug–Dec 2014

BLUE STATE DIGITAL, Washington, DC

ACCOUNT DIRECTOR, Oct 2011–Aug 2014

- Oversaw strategy and led engagements with global brands, major charities, Fortune 500 companies, and influential advocacy organizations
- Advised clients on setting and achieving 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 success fostering positive relationships with clients as their primary point of contact with BSD to maintain and grow multimillion dollar accounts
- Directed internal teams across five offices to develop, execute, and optimize digital programs using email, social media, paid advertising, website design and development, software solutions, user experience design, video and static content creation and curation, and data analytics
- Managed staff, clarify product offerings, develop new business, and enhance business processes

KENTUCKY DEMOCRATIC COORDINATED CAMPAIGN, Louisville, KY

DEPUTY FIELD DIRECTOR, July–Nov 2010

- Oversaw a statewide program with a budget of only \$400,000 and fifty paid staff that successfully engaged 2,100 volunteers and made 650,000 calls or visits to voters with well-crafted messages on behalf of candidates for major local offices, state legislature, U.S. House, and U.S. Senate
- Organized the staff recruitment and hiring process, developed and implemented a training regime, set goals and created data-driven tools for measuring incremental progress, and worked with managers on improving staff performance
- Constructed targeting parameters for all direct mail and direct voter contact activities by synthesizing on-the-ground knowledge with advanced modeling and input from consultants and national Democratic Party experts
- Served as Data Director for the Democratic candidate for U.S. Representative in the 6th District after a narrow, 648-vote victory on Election Day prompted a mandatory retabulation and potential recount

GEORGETOWN UNIVERSITY OFFICE OF FEDERAL RELATIONS, Washington, DC

FEDERAL RELATIONS SPECIALIST, Dec 2008–July 2010

- Advocated for broad higher education policy goals and for specific University interests in federal legislation and regulation
- Assisted the University lobbyist in fostering mutually-beneficial ties with Members of Congress and executive branch officials through meetings, correspondence, and events
- Managed budgets, website, contact databases, and other administrative matters for the department

FLORIDA DEMOCRATIC COORDINATED CAMPAIGN, Palm Beach Gardens & Miami, FL

DEPUTY FIELD DIRECTOR AND DEPUTY GOTV DIRECTOR, Aug–Nov 2008

- Executed effective field campaigns in nationally targeted Congressional races (Districts 16, 21 & 25)
- Managed eighteen full-time staff, oversaw eight field offices, and directed an extensive paid-canvass program
- Ensured smooth and efficient operations by working closely with consultants, vendors, allied organizations, local elected officials, and candidates' campaign staffs
- Developed precinct-level support goals, targeted voter lists, and analysis-based messaging recommendations using data from polling, voter records, historical election results, and consumer and census data