



MADISON WHITE

COMMUNICATIONS SPECIALIST BASED IN AUSTIN, TEXAS

PROFESSIONAL SKILLS

- Extensive freelance experience in copy-writing, newsletter creation, and email campaigns.
- Bulk email creation that matches the organization's mission statement and brand tone.
- Extensive knowledge of Adobe creative suite, including Illustrator, InDesign, and Photoshop.
- Experience with UI/UX, CMS like WordPress, and CRMS like NGP, Zoho, Actblue, PDI, VoteBuilder, ThruText, and SpokeToWin.
- Proficiency with project management systems such as Asana.

EDUCATION

Bachelor of Arts Summa Cum Laude from Whittier College

Majors in English and Political Science.

CONTACT

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ABOUT ME

I'm a chronically online communications and digital specialist with over 7 years of experience in earned media, content creation, and digital organizing. I've worked for PACS, labor bodies, and grassroots candidates running for every level of office. In order to defeat the right-wing propaganda machine, I believe the progressive movement must invest in communications and digital strategies that empower everyday people to fully participate in our democracy. My goal is to develop accessible messaging and communications that make it easier for Americans to engage with our political and electoral system and expand the progressive footprint.

DEMOCRACY FOR AMERICA — PRESS SECRETARY 2020-2021, 2022

- Coordinated with journalists and producers from top outlets like The New York Times, ABC News, MSNBC, The Hill, Politico, The Guardian, BBC, and more for story placements.
- Developed and implemented press and media relation strategies..
- Provided media support, training, and resources for hundreds of endorsed candidates and members of the DFA team who engaged with media on the ground.
- Led cross-departmental conversations about power-building and how to use earned media to amplify our message across the progressive movement.
- Generated over \$4.5 million in earned media in the last 8 weeks of the 2022 election cycle, reviving previously cold media relationships to place interviews on network television, radio/podcasts, and traditional print journalism.
- Researched, prepped, and cultivated talking points for both internal and external communications.
- Maintained editorial calendar and publishing calendar across all platforms with a cumulative reach of nearly 200,000 viewers.
- Increased organic social media content performance by more than 15%.

TEXAS AFL-CIO — *DIGITAL STRATEGIST* 2021-2022

- Led rapid response communications, social media strategy, and all digital efforts across multiple departments.
- Facilitated press and media relations in addition to meetings and relationship building with the Houston Chronicle and local tv outlets.
- Recruited, trained, and supported digital organizers in Texas.
- Developed consistent messaging and branding for both internal and external communications across all state federations
- Build a brand guide and prospectus that detailed our work in a compelling and easy-to-understand way
- Managed all public-facing online activity, including social media, website updates, ActionNetwork emails, and activities, the Texas AFL-CIO web store, the Texas AFL-CIO Content Hub, and the Lone Star Labor Pod.
- Tracked and reported analytics across the state federation.
- Planned, created, and distributed social media content for both the Texas AFL-CIO but also for affiliated unions and CLCs.
- Operated as a liaison for vendors, performing technical support and other administrative duties.

FERRADA FOR WHITTIER CITY COUNCIL, PARK FOR COUNTY SUPERVISOR, & DEVINE FOR CITY COUNCIL — CAMPAIGN CONSULTANT 2020

- Advised grassroots, people-powered candidates for multiple municipal office.
- Developed and implemented comprehensive fundraising plans with specific strategies, tactics, and goals. Oversaw 20 hours of call time weekly to small-dollar donors.
- Led a team of campaign staffers, and facilitated professional development, goal setting, and progress tracking.
- Prioritized community involvement and relational organizing, including get-out-the-vote efforts.
- Coordinated with local and state party officials, other candidates on the ballot, and electoral groups to ensure as much down-ticket cooperation as possible.

OTHER WORK EXPERIENCE — 7+ YEARS OF ORGANIZING AND COMMUNICATIONS EXPERIENCE

- Freelance Writer, Editor, Web Designer
- Social Media & Communications Intern | Democracy for America
- Facebook Messenger Intern | MoveOn
- Field Director | Medrano For State Assembly
- Campaign Manager | Escobedo For Whittier City Council
- Canvasser | Portillo For School Board
- Phone Banker | Levi For Colorado
- Phone Banker | Tasha Cerda For Gardenia Mayor
- Organizing Fellow | Nextgen Climate
- Special Projects Manager | Lucy Flores For Congress
- Intern | Bernie Sanders NV