

Jamie Green

Greater Washington, DC Area | (b) (6)

Professional Experience

COMMUNITY ENGAGEMENT MANAGER – 59TH PRESIDENTIAL INAUGURAL COMMITTEE (REMOTE) DECEMBER 2020- JANUARY 2021

- Coordinated strategic outreach to community organizations and digital grassroots partners to amplify inaugural events
- Partnered with the digital engagement team to create campaigns that encourage the creation of user-generated content
- Assisted with outreach to community artists and viral internet sensations to enhance virtual programming

COALITIONS PROJECT DIRECTOR – BIDEN FOR PRESIDENT CAMPAIGN COMMITTEE (PHILADELPHIA, PA) MARCH 2020- NOVEMBER 2020

- Served as the program manager for the Biden/Harris disinformation mitigation program that consisted of a disinformation intake form, SMS reporting, and a [PSA-style video](#) that featured the cast of MTV's *Catfish* which resulted in 225K views across talent social platforms
- Managed coalition teams' programming in the *Vote Joe* app which included distributing actions, messages, and push notifications to 33.7K supporters which resulted in an approximate 50% action rate
- Worked with constituencies online to engage with them regarding issues such as racial justice, reproductive rights, education, and health care i.e. Talking to Your Kids About Race with JoeMamas ft. Yris Palmer, [On The Yard series ft. Yandy Smith-Harris and HBCU Students for Biden](#)
- Set-up digital processes and forms for the coalitions department to digitally engage with and capture the information of supporters who identified with their constituencies

DIGITAL DIRECTOR – BIDEN FOR PRESIDENT CAMPAIGN COMMITTEE (COLUMBIA, SC) AUGUST 2019- MARCH 2020

- Strategized and executed a social campaign for the "Soul of the Nation" Bus Tour which featured President-Elect Biden, that resulted in 130k impressions over 6 days
- Oversaw the state primary campaign's peer-to-peer texting program (Hustle) that ended with an engagement rate of 22% and an action rate of 3%
- Worked closely with principals and surrogates to produce engaging [social content](#) during their South Carolina visits
- Created a community of South Carolina supporters on [Facebook](#) that mobilized and engaged over 4K voters

SOCIAL CONTENT MANAGER – DEMOCRATIC NATIONAL COMMITTEE (WASHINGTON, D.C.) MAY 2018-AUGUST 2019

- Served as the point person for rapid response social media posts from @TheDemocrats and @TomPerez
- Drafted social content based on analytical data that predicted audience reactions to various visual media on our social platforms [Videos, GIFs, Photos]
- Strategized with the political departments about the best ways to communicate with their constituencies digitally

PRESS ASSISTANT – REP. CEDRIC RICHMOND (WASHINGTON, D.C.)

MAY 2016- MAY 2018

- Spearheaded the Congressional Black Caucus' inaugural [Live Twitter Q & A](#), which helped to engage millennials in policy conversations, that resulted in 633K Twitter impressions within 24 hours
- Conceptualized and directed Rep. Richmond's [first Twitter Roundtable](#) about health care legislation with local and national health experts which resulted in 60K Twitter impressions in one hour
- Managed the hiring and training of 3-4 interns per semester (Fall, Spring, & Summer)

Memberships

ALPHA KAPPA ALPHA SORORITY, INCORPORATED

NOVEMBER 2014- CURRENT

The University of Louisiana at Lafayette, Lafayette, LA - Epsilon Beta Chapter

Acknowledgments

WATCH THE YARD

“THE COALITIONS PROJECT DIRECTOR FOR THE JOE BIDEN CAMPAIGN IS A SOROR OF ALPHA KAPPA ALPHA”

[Read here](#)

ESSENCE MAGAZINE

“THE BLACK WOMEN BEHIND THE BIDEN-HARRIS CAMPAIGN”

[Read here](#)

POPSUGAR

“THE DIVINE NINE IS MOVING HEAVEN AND EARTH TO GALVANIZE BLACK VOTERS FOR JOE BIDEN AND KAMALA HARRIS”

[Read here](#)

Education

BACHELOR OF ARTS (B.A) -PUBLIC RELATIONS

The University of Louisiana at Lafayette, Lafayette, LA