

Benjamin L. Cobley

(b)(6)

Proven digital strategist with experience in online fundraising, content creation/management, team leadership and digital organizing.

Skill Set

- Community & Brand Building
- Copywriting
- Project Management
- Team Building
- Email & Social Media Fundraising
- Content Creation
- Analytics & SEO
- Rapid Response Leadership

Experience

Digital Engagement Manager (December 2020-Present) - 59th Presidential Inaugural Committee

Tasked with developing & managing the digital community engagement and content development strategy for President-Elect Joseph R. Biden & Vice President-Elect Kamala Harris' inauguration.

- Responsible for integrating the inaugural committee's digital platforms and activities to build online support for the country's first virtual presidential inauguration.
- Advised Deputy Digital Director on digital communications strategies for advancing engagement of Biden-Harris friendly digital communities across 5 platforms and successfully leveraged these strategies to build for both online and public events.
- Oversaw four volunteer content creation & content dissemination teams with members numbering over 150, located across the country, guiding and developing their output across five social media platforms.
- Coordinated with presidential inaugural committee video, design, partnerships, and platforms teams to develop compelling story leads for inaugural committee & primary platforms content.
- Successfully leveraged online trends to help advertise & promote for 3 inaugural committee auxiliary events leading to digital viewership and engagement across platforms in the millions.

Digital Communications Special Projects Director (June 2020 - Nov 2020) - Biden for President

Digital Community Engagement Director (March 2020 - June 2020)

Super Tuesday States Digital Director (Feb 2020 - March 2020)

Iowa Digital Director (Oct 2019 - Feb 2020)

Responsible for developing states digital strategy, building the foundation of the campaign's digital community engagement program, and overseeing special projects that advance the campaign's digital messaging.

- Directed overall digital strategy and paid media programs in Iowa & 13 Super Tuesday states, lifting organic visits, mentions and impressions by nearly 1200% and ultimately leading to victories in ten of thirteen states.
- Built, deployed, and managed four content creation & content dissemination teams of nearly 500 members, guiding their communications & design output leading to a 283% increase in user generated content across seven separate digital platforms.
- Created the foundation of the Biden campaign's digital community engagement program which saw an average growth of over 9800%, allowing the campaign to cultivate micro-influencers across platforms who were able to successfully amplify messaging, identify offensive opportunities & rapidly implement reputation defense for the campaign.
- Led a team of 25 volunteers who monitored 325 subreddits across political and non-political communities, including coverage of all battleground states as well as alt-right conversations, to support rapid response defensive efforts.

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Experience (continued):

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Iowa Digital Director (Oct 2019 - Feb 2020)

- Collaborated interdepartmentally and across genres and mediums to establish successful and creative outreach projects to swing voters in various constituencies including 5, 50 acre crop-art installations targeting rural voters, coordinating digital video programming featuring a young trans student speaking to Vice President Biden & Secretary-Designate Buttigieg focusing on the LGBTQ+ community, and developing scripts and concepts for a digital video featuring Foo Fighters frontman Dave Grohl, his mother, and Dr. Biden speaking about issues of importance to educators.
- Oversaw non-traditional platform development with creation of Biden Digital Coalition Pinterest page which reached over 570,000 people and had nearly 2 million views.
- Shaped, tested, and implemented dynamic paid advertising programs, including overseeing a four-to-five figure project budget from both the campaign's state and headquarters funding apparatus, focused on Iowa specific Facebook & Twitter awareness & persuasion ads. These ads received high relevance scores from Facebook and successfully drove traffic to our campaign website for list building and direct voter contact efforts.

Communications Director (July 2019-Oct 2019) - Iowa Voices

Established the offensive & defensive communications strategy of a 501(c)3 non-profit focused on healthcare policy and aimed to influence policy makers towards more affordable options.

- Developed and maintained an ongoing tactical communications plan aimed at health care advocacy and pressuring Iowa Senator Joni Ernst to take legislative action to protect and expand current health care laws.
- Fostered and maintained relationships with over 100 Iowa press outlets, earning their trust, which led to positive coverage of principal and surrogate events.
- Responsible for overall reactionary strategies to attacks on the Affordable Care Act and Senator Ernst's compliance with those attacks including her votes in the United States Senate and her statements at public events.
- Worked alongside digital director to create static and dynamic social content programs from the ground up that averaged 9K impressions/reach per week.
- Collaborated with elected officials from across the local, state, and federal government to develop and tell policy related health care stories for print, television, and digital persuasion advertising.
- Worked across geopolitical and socioeconomic communities to identify, build, and tell compelling health care related stories with the goal of using empathy to persuade support for expanding health care laws.

Communications & Digital Strategist (Feb 2019 -July 2019) - Delaney for President

Accelerated organic & paid digital programming while overhauling campaign's fundraising structure leading to an increase in brand awareness and activation of grassroots revenue streams.

- Oversaw platform strategy and audience development increasing campaign social media reach 146% and providing sound digital advice to candidate and senior staff.

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Experience (continued):

Communications & Digital Strategist (Feb 2019 -July 2019) - Delaney for President

- Established and led the campaign's first organic digital fundraising programs contributing to a 368% increase in grassroots donations.
- Collaborated with digital advertising consultants on SEO, paid media programs, creative and targeting efforts leading to over \$1,000,000 raised for the campaign.
- Formalized campaign's first digital budget, streamlining paid advertising expenditures for both internal and consultant spending, modeled fundraising forecasts, and focused campaign spending on targeted efforts to build brand awareness and take effective advantage of content opportunities as they arose.
- Responsible for building the foundation of the campaign's political program as it related to digital, working with the candidate's business and political partners to reinforce his credentials and push campaign messaging online.

Senior Digital Strategist (June 2017-Jan 2019) – GPS Impact

Coordinated the development and implementation of digital fundraising campaigns focused on promoting candidates and/or causes, their policy positions, and building fiduciary support to help facilitate their success.

- Responsible for the development and execution of comprehensive digital outreach programs for 12 political clients at every level of state and federal public service.
- Developed innovative and extensive GOTV digital strategies which helped lead to over 3,500,000 votes cast for candidates running in statewide elections across seven states.
- Collaborated with paid & organic digital teams to successfully build email fundraising programs that used a mix of visual and editorial content to raise over \$5,000,000 for candidates.
- Managed firm's short & long term scheduling and coordinated multidirectional communications between campaign staff and additional digital consultants in order to oversee the production of engaging graphics and video, meet and exceed rapid-response timelines, and balance project management across campaigns.
- Monitored the weekly and monthly digital analytics of each client's programming in order to test digital messaging, shift targeting, conserve unnecessary spending, and convert digital views into engagements and ultimately into votes for the client or cause.

Press Assistant (Aug 2016-Nov 2016) – Hillary for Iowa Presidential Campaign

Responsible for coordinating with communications & press teams to help develop and manage public communications activities and assemble coverage overview for campaign.

- Created detailed press advisories and releases regarding campaign events featuring elected officials, senior team members, celebrity surrogates, and local advocates.
- Developed and maintained professional relationships with members of television, print and radio press across Iowa, utilizing those relationships to pitch coverage opportunities and present positive public outreach for campaign.
- Responsible for assisting the press secretary with statewide news coverage monitoring, messaging success and communications management.
- Utilized Iowa's first in the nation caucus status to maximize the campaign's approach to earned media opportunities through cross-platform marketing and advertising offensives.
- Acted a campaign spokesperson for surrogates, partners, and local political leaders during campaign events in the state and successfully amplified campaign messaging to resonate with targeted audiences.

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Experience (continued):

Deputy Campaign Manager (Jan 2016-Jul 2016) – Rob Hogg for United States Senate

Built the campaign infrastructure for first-time federal candidate and oversaw the day to day operations including messaging, fundraising, scheduling, media relations, and staffing.

- Worked alongside campaign manager to develop and coordinate overall strategy, detailed policy messaging, and voter outreach techniques for a seasoned state senator, seeking to unseat a 30 year incumbent.
- Responsible for expanded digital message targeting efforts and supervision of digital media vendors leading to successful implementation of 25 name-id advertising initiatives, educational and persuasive content campaigns, and digital fundraising programs.
- Forecasted and mapped strategic analysis of potential primary voters and set vote target ranges for all 99 Iowa counties leading to nearly 38,000 votes in the United States Senate Democratic Primary election.
- Advised candidate on policy messaging development which in part resulted in endorsements from the Iowa Federation of Labor, AFSCME Local 61, and the Iowa chapter of The Sierra Club.
- Partnered with nearly 30 of the candidate's legislative colleagues to build persuasive digital content with the end goal of amplifying the candidate's accomplishments and building his resume for federal office.

Education

University of Iowa – Iowa City, Iowa

Bachelor's Degree – Global Studies (American Foreign Policy) | Minor in Political Science

Military Service

E-5 / Sergeant (Aug 2008 - July 2012) - 1st ID - 2/34 Armor Regiment

- Military Occupational Speciality: 19K - M1A1 Abrams Tank Crewman (Gunner)
- Tour of Duty: April 2011 - January 2012 - Southern Kandahar Province, Afghanistan
- Served as Team Leader in a dismounted Infantry company tasked with the day-to-day training and well-being of 6 junior enlisted Soldiers, their deployment to a forward area, conducting combat operations in service of Operation Enduring Freedom and their safe return to their assigned garrison duty station.
- Identified as a competent and trusted Soldier by company and battalion leadership, I was fast-tracked to promotion moving from Private First-Class to Corporal, bypassing the rank of Specialist, at the earliest date allowed by the Uniformed Code of Military Justice and trusted by Commissioned and Non-Commissioned officers with additional responsibilities and roles.
- Decorations Include: Army Commendation Medal (2), Army Superior Unit Award, National Defense Service Medal, Afghanistan Campaign Medal w/ 2 Stars, Global War on Terrorism Service Medal and Non Commissioned Officer Professional Development Ribbon, NATO Medal and Combat Action Badge.

Additional Proficiencies

- CRM Platforms (BSD, NGP, Action Network)
- Media Monitoring (CrowdTangle & TV Eyes)
- HTML/ Javascript Programing Languages
- Fundraising Programs (Actblue & NGP)
- Creative Software (Adobe Products)
- Google, Facebook, & Twitter Analytics