

Kelly Langford

(b)(6)

NGP VAN - Remote

Senior Principal

February 2021 - Present

- Demonstrate mastery of digital tools; including mass email, broadcast mobile messaging, online ad creation, and social media managing tools; to represent the leading progressive software company in the country.
- Represent the organization by serving on external panels and publish product statements on behalf of the company.
- Train and support over 200+ federal campaigns and national organizations on best practices for online communications and how to use technology and online tools to achieve them.

PRESIDENTIAL INAUGURAL COMMITTEE - Remote

Virtual Events Manager for Digital

November 2020 - February 2021

- Created and developed a social media calendar for Inauguration Day, including a timeline broken down, minute by minute with strategic programming.
- Managed a team of 8 staffers to coordinate and produce rapid response graphics and copy for Twitter and Instagram throughout the entire televised event.
- Pitched the concept of virtual inauguration tickets and concert posters with the Executive team and designed the visual assets for both, as well as a multi-channel marketing plan.
- Promoted digital assets over the course of two weeks to raise \$4MM and generate earned media from *Politico* and *The Hill*.

BIDEN for PRESIDENT - Philadelphia, PA

Deputy Director of Online Fundraising

April 2019 - November 2020

- Launched Joe Biden's presidential campaign via email, SMS, and social media.
- Set up key technical infrastructure through APIs, email and SMS signup collection on the website, and created standardized brand guides for the digital program through uniform online assets such as logos and colors.
- Hired, trained, and managed 10 direct reports, including 3 senior email strategists, 5 email strategists, and 2 SMS strategists. Setup internal systems to delegate workload and specializations.
- Crafted a strategic email calendar for all 560+ days of campaign that involved cross departmental coordination and copy editing to create a unified and cohesive digital messaging effort.
- Provided final oversight over all email concepts and drafts. Worked with the Communications, Policy, and Research teams to develop and approve content for publication.
- Led online fundraising in transitioning the tone of content to match the shift in society through the pandemic.
- Conceptualized and wrote bi-weekly newsletters from President Biden that earned praise and earned media across online publications. Led an online drive for story collection and wrote informational content which increased our active supporters on email by over 30%.
- Coordinated the release of public fundraising numbers, working with the Analytics team to pull relevant statistics and meeting with the Communications and Leadership teams to get language and time of announcement approved. Advocated for the medium to be email so that grassroots donors received notice of their accomplishments first, a decision praised by pundits.

- Led rapid response through all 11 presidential debates in the primary and 4 in the general election, composed real time responses, pulled relevant quotes and clips, and determined which mediums to promote which content.
- Led rapid response on sensitive national events, such as the passing of historical figures, worked with Communications to get language approved and posted.

TIM KAINE for VIRGINIA - Arlington, VA

Deputy Digital Director

August 2018 - November 2018

Email Director

February 2018 - July 2018

- Assisted in managing a staff of seven people including a Video Director, a Digital Organizing Director, and a Senior Writer.
- Managed the online merchandise store. Tracked orders and payments and fulfilled and shipped orders entirely in-house. Designed and ideated all merchandise and executed the promotional plan.
- Wrote video scripts for online video content, traveled to sites to film, and produced and edited content.
- Created graphics for email and social channels, and developed style guides for all digital outreach.
- Built a digital roadmap to increase the Senator's online presence by 150% on email and social channels. Worked with Senator to build understanding of digital platforms and messaging.