

EISHA MISRA

Experience

2020 COORDINATED CAMPAIGN- Northeast Digital Organizing Director | Philadelphia, PA | March 2020 - November 2020

- Developed and managed first-of-their-kind statewide digital organizing programs in battleground states including Pennsylvania, New Hampshire, Virginia and Maine.
- Lead a team of 23 digital organizing practitioners and oversaw direct voter contact efforts, resulting in millions of volunteer text messages, relational shifts, and phone calls to voters, delivering wins in all NE battleground states.
- Oversaw four state digital organizing programs that each contributed to over 50% of direct voter conversations in state
- Implemented bold distributed strategy using ThruTalk, ThruText, Outvote, and Soapboxx in coordination with organizing and data to increase turnout in key districts/counties.
- Managed digital organizing efforts across the Northeast which resulted in nearly 10 million texts sent, 2 million calls made, and hundreds of online communities brought into our online organizing network.
- Managed months ad budgets up to \$5,000

BIDEN FOR PRESIDENT - Digital Director | Manchester, New Hampshire | June 2019 - March 2020

- Built and executed direct-to-camera video campaigns, including “14 Days, 14 Ways” to highlight key policies such as health care and tell the story of how these policies have impacted voters in NH. This doubled our online audience across multiple platforms and gained local press attention.
- Managed @JoeforNH Twitter and online community groups to highlight voter stories, volunteer opportunities, and positive media.
- Oversaw digital organizing efforts – specifically social canvassing, email and text strategy – to build for campaign events, recruit volunteers, and get out the vote.
- Built and executed several Twitter takeovers with key surrogates/principals such as Congressman Conor Lamb, Congresswoman Dina Titus, Secretary John Kerry, and First Lady Jill Biden.
- Spearheaded organic video content collection/execution with local leaders and principals alike, including President Joe Biden.

INDEPENDENT CONSULTING - Digital Strategy Consultant | Remote, Anywhere | December 2018 - June 2019

- Independently took on several contracting jobs to consult on digital strategy with various clients. This involved managing multiple projects and balancing varying priorities for all my clients as a one person team. A few clients below:
 - New Hampshire Democratic Party - Continued running data-driven grassroots email program that raised over \$25,000 during an off year
 - Blue Nation Strategies – Built & advised on social media strategy + platform management for both the firm and their clients
 - NH State Senate – Managed & executed digital strategy for swearing in ceremonies & general content

NEW HAMPSHIRE DEMOCRATIC PARTY - Digital Director | Concord, New Hampshire | August 2018 - November 2018

- Ran a data-driven grassroots email program that raised over \$30,000 in six weeks and recruited volunteers and event attendees.
- Executed 10 ad campaigns focused on voter turnout and persuasion for the state party and candidates up and down the ticket.
- Managed ad budgets surpassing \$75,000 for the state party and down ballot candidates.
- Managed all social media platforms, created online content and led debate rapid response sessions for top of the ticket candidates.
- Coordinated statewide text out the vote efforts, sending 203,309 SMS texts in total.

RUN THE WORLD DIGITAL - Digital Strategist | Boston, Massachusetts | August 2017 - August 2018

- Executed six email fundraising programs from drafting, approvals, production and QA through check listing process and raised millions in grassroots donations via thousands of small dollar donors.
- Ran data driven programs with A/B tests and tracking.
- Managed all list growth including swaps, acquisitions, and buys. Exceeded fundraising and list growth goals with over 100% ROI across the board.
- Drafted copy and creative for online acquisition and direct to donate ads.
- Managed ad budgets ranging from \$10,000 to over \$100,000 and repeatedly underspent while surpassing estimated ROI.

TOXICS ACTION CENTER - Communications & Digital Coordinator | Boston, Massachusetts | February 2017 - August 2017

- Developed and maintained all social media platforms from content creation through social calendaring
- Wrote, developed & launched new website - toxicsaction.org using WordPress.
- Drafted and sent fundraising and advocacy emails to various list serves using SalsaLabs.

HILLARY FOR PENNSYLVANIA - Digital Content Lead | Commonwealth of Pennsylvania | August 2016 - November 2016

- Developed and collected content for digital media while adopting campaign outreach tools such as Megaphone for strategic use.
- Managed and grew social channels and audiences on statewide level.
- Trained organizers across the state on the strategic usage of digital tools to increase our online and social media outreach.

PENN STATE DANCE MARATHON - Media Relations | State College, Pennsylvania | Fall 2015 - Spring 2016

- Lead national social media campaign, #CancerCannot, which increased on our engagement rate & impressions by the thousands.
- Hosted radio shows, facilitated & gave interviews to national and local press outlets interested in our philanthropy.
- Wrote 50 pitches, press releases & media alerts a week
- Increased THON's outreach by utilizing Cision to reach out to new media outlets and built press relations.

ENDEAVOR STRATEGIES - DIGITAL STRATEGY INTERN | WASHINGTON, D.C. | SUMMER 2015

- Published weekly blog posts & managed post/website search visibility
- Created social analytic reports on various social media platforms & assisted in research for client materials
- Drafted social media posts, webpages & digital advertising campaigns for internal and client use w/positive solution-based messaging

Skills & Leadership

Software

- Act Blue
- NGP Van 7,8/BSD
- Facebook Business Manager
- Google Adwords/Analytics
- Outvote
- Megaphone/Hustle/GetThru

Software

- Votebuilder
- Mobilize Events Tool
- Cision
- WordPress
- Photoshop, InDesign & Minitab

Languages

- Fluent in English & Hindi, proficient in Spanish and French

Education

PENNSYLVANIA STATE UNIVERSITY, SCHREYER HONORS COLLEGE

Bachelor of Arts: Public Relations and Advertising | Honors Thesis: The Impact of Social Media on Political Discourse and Perception