

# TERICKA LAMBERT

(b)(6)

## SKILLS:

Management, digital fundraising, digital and relational organizing, social media strategy and analytics, video scripts, SMS strategy and audience growth, ActionKit, Action Network, Adobe Photoshop, BSD, EveryAction, Mobile Commons, Outvote, and WordPress.

## EXPERIENCE:

### **Maya Wiley For Mayor** — *Digital Director*

FEBRUARY 2021 - MARCH 2021

- Led the 3-person engagement team responsible for maximizing the candidate on all digital channels including social media, ads, email
- Managed the influencer strategy to execute a social media amplification and fundraising program with our surrogates

### **Presidential Inaugural Committee** — *Director of Digital Engagement*

DECEMBER 2020 - JANUARY 2021

- Led the 5-person engagement team responsible for supporter and volunteer outreach through email and online communities
- Mobilized 250k+ volunteers to participate in the National Day of Service, bringing in over 3 million service hours either completed or committed
- Implemented a storytelling program for supporters to reflect on the campaign and new administration

### **Biden for President** — *Director of Digital Engagement*

JULY 2020 - NOVEMBER 2020

- Led the 7-person national organizing email and SMS team responsible for volunteer outreach and increasing voter turnout
- Mobilized 500k+ volunteers through email and SMS to drive calls, texts, and relational organizing
- Developed targeted homepage website content for key battleground states
- Crafted voter education messaging for Latinx, African American, and youth communities

### **When We All Vote** — *Digital Content Director*

MARCH 2020 - JULY 2020

- Led the digital content team responsible for email, broadcast SMS, video, graphics, and social media strategy
- Coordinated with communications and culture team to work with surrogates on social media campaign rollouts
- Increased social media audience across platforms by 157k followers
- Ran an in-depth online voter education program and created a resource hub for voters

### **Kamala Harris For The People** — *Senior Email Strategist*

OCTOBER 2019 - DECEMBER 2019

- Developed digital fundraising strategy for a large-scale email program
- Executed a national distributed email program

- Tested and built out targeted messaging for online donors and supporters
- Raised \$10 million in grassroots donations and reached one million contributions

**Authentic Campaigns** — *Senior Digital Strategist*

JANUARY 2019 - OCTOBER 2019

- Developed and executed email and social media strategy for Kamala Harris and Gavin Newsom
- Launched Harris's broadcast and peer-to-peer SMS programs
- Managed day-to-day client engagement and accounts
- Grew Newsom's Twitter account to 1.5 million followers and increased donations for Harris's campaign by 7% each quarter

**NARAL Pro-Choice America** — *Senior Digital Strategist*

JANUARY 2017 - JANUARY 2019

- Developed and executed email strategy for national and chapters to reach 1.5 million supporters
- Managed digital acquisition strategy and tracked growth and performance metrics
- Oversaw the broadcast SMS program and grew to 20,000 organic subscribers in 3 months

**Democratic Senatorial Campaign Committee** — *Digital Coordinator*

MARCH 2016 - JANUARY 2017

- Managed grassroots donor relations and social media program
- Assisted with copywriting, email production, and graphic design
- Collaborated with the Direct Mail and Marketing team to reach committee-historic digital fundraising goals

**EDUCATION:**

**University of Nevada, Reno** — *Strategic Communications, Criminal Justice*

GRADUATED IN MAY 2015