

HAZEL ROSENBLUM-SELLERS

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Professional Experience

NEWCO Strategies

Independent Expenditure Associate

July-November 2020

Washington, DC

- Served as an integral member of the Independent Expenditure team as a consultant for LCV Victory Fund
- Managed internal approvals process across research and legal departments for over 250 pieces of mail, TV, digital, and radio creative to ensure timely compliance and accurate reporting for a budget of over \$55m
- Researched, tracked press clips, and pulled competitiveness for the Presidential, targeted Congressional, Gubernatorial and Council of State, and state legislative races
- Created original content for social media audience of 30,000 around high-stakes events such as the Republican National Convention and debates, and supported communications staff on press releases and weekly email memos
- Designed and maintained spreadsheets to calculate final return on investment in various categories, track role of climate in coordinated-side paid media, and aggregate internal polling in key races
- Briefed and staffed the SVP of Campaigns for donor and partner events, leading to LCV Victory Fund's largest electoral program and wrote memos for committee approval on budget increase and allocation

Organizing Corps 2020

Corps Member Coach

January-June 2020

Virtual/Michigan

- Independently facilitated one-week bootcamp to three virtual classes of 15 potential field organizers, covering technical skills and foundations of campaigns using virtual tools including Padlet, Slack, and Kahoot
- Coached students in virtual one-on-one meetings to develop skills and prepare for on ramp to campaign jobs
- Led adaptation of content covering one-on-one meetings, digital organizing, SMS texting tools, and organizer goals for virtual facilitation and to account for COVID-era changes
- Recruited applicants of various backgrounds from eight battleground states to apply for unique training program
- Successfully helped to place organizers in coordinated campaign jobs in Michigan, Arizona, and Pennsylvania in counties critical to President-elect Joe Biden's electoral college victory

Kamala Harris For The People

Pod Director, Organizer

July-December 2019

Iowa City, IA

- Managed a team of organizers who worked in urban, suburban, and rural areas in Johnson County and led recruitment of 60 precinct leaders for caucus night
- Recruited over 375 unique volunteers to register voters, mobilize within their communities, canvass thousands of doors, use digital organizing tools, and make over 15,000 phone calls into targeted precincts
- Established and maintained relationships with key community activists, organizations, and elected officials as a representative of the campaign, assisting in securing endorsements in the Iowa City area
- Oversaw campus organizing program at the University of Iowa, managing dozens of student leaders, creating the field plan for campus-specific precincts, and writing and delivering the field pitch for the UI principal event

Offices of U.S. Senators Kamala D. Harris and Kirsten Gillibrand

Legislative Intern

Summer 2018

Washington, DC

- Managed phone, email, and physical correspondence with constituents regarding policy and current events
- Attended and wrote memos covering hearings, briefings, and panels for legislative staffers, with a specific focus on criminal justice reform and civil rights policy
- Tracked amendments on major bills and conducted research on relevant legislation

Education

Columbia University in the City of New York

2015-2019

B.A. in *Political Science* and *English Literature*; Dean's List, Pi Sigma Alpha, Senior Marshal, Leadership Award Honoree.

Skills

Votebuilder, Civis, Wrike, Mobilize, GetThru, Microsoft Office, Google Suite, Canva, Zoom, HTML. Fluent in Spanish.