

Matthew Schwartz

mr.mattschwartz@gmail.com | (516) 528-7482 | <https://schwartz.page/>

Work

- JB Inauguration Committee 2023** Chicago, Illinois
Digital Director Dec 2022-Feb 2023
 - Created an intuitive website to provide details about the schedule, tickets, travel, and hotels
 - Boosted attendance at our ceremony by drafting and securing approval on emails and posts
- JB for Governor** Chicago, Illinois
Deputy Digital Director, Mobilization Nov 2021-Dec 2022
 - Built a peer-to-peer texting program that sent 3.5 million texts to voters by identifying priority audiences in VAN, exporting lists, and implementing persuasion and turnout scripts
 - Managed four teammates and oversaw a one-of-a-kind email and blast messaging calendar
 - Implemented best practices to counter anti-choice and crime disinformation
 - Developed a bilingual voter education site, anti-GOP landing pages, a grassroots action center, social media toolkits, and a livestream webpage
 - Reactivated hundreds of thousands of lapsed contacts and strengthened email deliverability
 - Integrated stakeholder outreach and video creation into a holistic digital organizing strategy
 - Recruited volunteers to election, bus tour, and GOTV events using a custom signup system
- Democratic Senatorial Campaign Committee** Washington, D.C.
Senior Digital Strategist and 3 other titles Oct 2018-Nov 2021
 - Contributed to flipping U.S. Senate control by raising tens of millions of dollars over email
 - Drafted three messages daily as the committee's primary email writer, encouraging a shift in how messages were conceived, written, and styled to generate more money
 - Led rapid response to breaking news events such as the death of Justice Ginsburg
 - Analyzed performance data including conversions, survey completions, and gifts per open
 - Facilitated an expedited migration to ActionKit, and taught staff to produce content in BSD
 - Coded emails using HTML and implemented advanced A/B tests across every mailing

Education

The George Washington University

Washington, D.C.

- Master of Arts** | Media and Strategic Communication Aug 2019
- Bachelor of Arts** | Political Communication May 2018

Internships

Democratic National Committee

Acquired data to power [I Will Vote](#) and asked state parties to update voter files

The Goodfriend Group

Designed paid acquisition ads, wrote social posts, and edited videos for nonprofit clients

Skills

excel | ngp van | actionkit | mobilize | scale to win | moveable ink | illustrator | wordpress