

Matthew Schwartz

An accomplished Democratic digital strategist.

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🌐 <https://schwartz.page/>

Work

- **Biden for President → Harris for President** Wilmington, Delaware
Lead Strategist, Email and SMS Apr 2024–Nov 2024
 - Helped raise a record [\\$1.4 billion](#) online to stop Trump and chart a new way forward for America
 - Served as the main writer of emails and texts signed by Joe Biden, Kamala Harris, and surrogates
 - Planned the output and workflow for [ActionKit](#), our top-performing email platform in October
 - Took command of [rapid response](#) after the ticket transition, running mate selection, and debate
 - Developed templates, landing pages, and code that grew our conversion rate and average gift
 - Used advanced [deliverability](#) tools to monitor inbox placement as we transitioned domains
 - Coordinated with leadership and White House staff to secure approval on and optimize messaging
- **Liftoff Campaigns** Remote
Digital Manager Sep 2023–Jan 2024
 - Led a three-person pod that serviced four House candidates, a Senate race, and two PACs
 - Set [projections](#), tracked results, hosted client calls, and executed high-volume [content calendars](#)
 - Allocated funds to sources like list rentals, raising \$100k for a first-time candidate in one month
- **JB for Governor → JB Inauguration Committee 2023** Chicago, Illinois
Deputy Digital Director, Mobilization Nov 2021–Feb 2023
 - Built a [P2P](#) program that sent [3.5 million texts](#) by exporting voter lists and implementing scripts
 - Managed four teammates and oversaw an engagement-oriented email and SMS calendar
 - Created websites to inform voters, [counter disinformation](#), host livestreams, and collect RSVPs
 - Reactivated hundreds of thousands of lapsed contacts and strengthened email deliverability
 - Integrated stakeholder outreach and video creation into a holistic [digital organizing](#) strategy
- **Democratic Senatorial Campaign Committee** Washington, D.C.
Senior Digital Strategist and 3 other titles Oct 2018–Nov 2021
 - Contributed to flipping and defending U.S. Senate control by bringing in [\\$100 million](#) via email copy
 - Reshaped how the committee conceived, wrote, and styled appeals to raise more money
 - 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

Skills

Data Analysis | NGP VAN | ActionKit | P2P | Mobilize | Organizing | Canva | HTML/CSS