

**Tessa Harvey**

905 Calvin Ave SE

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Clips at <https://tsshrv.wixsite.com/tessafayharvey>

PROFESSIONAL EXPERIENCE

**Supermajority**

*Email Campaigns Manager*

Remote  
July 2020 – Present

- Lead the email program, strategy, data, reporting, and campaigns for Supermajority (501(c)(4)) and Supermajority Education Fund (501(c)(3), for a total audience of half a million
- Manage key stakeholder relationships, both internal and external, to execute the email program including development team, mobilization team, events team, and agency and third party vendors
- Develop lifecycle marketing programs to increase the lifetime value of a supporter by lowering churn and improving rates of engagement and donor behavior, serve as in-house expert on email and digital marketing, deliverability, and technical expert for email service provider

**Run the World Digital**

*Digital Strategist*

Remote  
September 2019 – June 2020

- Client-facing; lead end-to-end execution of authentic, segmented digital fundraising and advocacy email programs for eight high-volume unique U.S. Senate and House campaigns as well as nonprofit and electoral organizations.
- Strategize email, web, design, and social content (incl. 70+ emails/month) as well as lead end-to-end production, quality assurance, A/B testing, tracking, list growth, with focus on reporting back efficiently to make smart growth recommendations moving forward.

**Gillibrand 2020**

*Email Manager/Copywriter*

Troy, NY  
July 2019 – Aug 2019

- Assisted email production and QA for successful email fundraising campaigns, used A/B testing, detailed data tracking and analytics to make decisions, helping to raise over \$2.1 million.
- Wrote digital copy to mobilize supporters, and designed graphics for compelling digital ads and emails.

**Michigan League of Conservation Voters**

*Digital Organizing Manager, interim Communications Director*

Ann Arbor, MI  
May 2018 – June 2019

- Strategized and implemented 5 separate digital communications and ad campaigns using A/B testing, analytics and new tactics in order to advance electoral and policy goals and encourage offline engagement.
- Collected stories from the field and leveraged creative content (social, graphics, video and photo) to drive rapid response action. Used these to test and refine an online to offline portal of over 100,000 activists to build grassroots support for candidates, issues and policy.
- Built rapport with press and led press events and story pitching.

EDUCATION

**Central Michigan University**

Bachelor of Science, Journalism

Minor in Multimedia Design (coding, design, photo, and video production)

Mt. Pleasant, MI  
2014 – 2018

PROGRAMS AND SKILLS

Acoustic, Blue State Digital, NGP and EveryAction, MailChimp, Watson Marketing, ActBlue, Adobe Creative Suite (Premiere, Photoshop, Indesign, DreamWeaver, Illustrator), Atom, Tumult Hype, Google

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Analytics, WordPress, Facebook Ads Manager, Formstack, Google Ads, HTML. Experience with paid list acquisition tvia newsletter and hrough Democrats.com, DailyKos, and PAction.