



August 2018

# Partisan Programming:

How Facebook and Google's Campaign Embeds  
Benefit Their Bottom Lines

Google Transparency Project

C A M P A I G N F O R

**ACCOUNTABILITY**

# C A M P A I G N F O R ACCOUNTABILITY

## **Partisan Programming**

*How Facebook and Google's Campaign Embeds Benefit Their Bottom Lines*

### ***Executive Summary***

Google and Facebook have come to play an extraordinary role in U.S. political campaigns. Both technology companies provide highly valuable consulting services to presidential campaigns free-of-charge, lending them politically-experienced employees to assist with a wide variety of core functions.

Having such political staff “embedded” inside campaigns helps both sides. Campaigns get free help targeting and persuading voters; the companies reap valuable intelligence for their lobbying operations and forge relationships with politicians who will be responsible for laws affecting their interests.

The practice gives the companies a level of inside knowledge from the campaigns and sway with policymakers few other industries can match. Overall, a review of available evidence suggests that the embed program constitutes a unique, undisclosed, and largely unregulated influence channel that greatly benefits the companies’ business.

The novel practice was not foreseen by lobbying rules, which seek to allow the public to see companies’ efforts to influence elected officials. Nor was it contemplated under Federal Election Commission guidelines, which require political candidates to pay for services provided by companies. It raises a host of troubling questions, including whether the corporations are circumventing a ban on donating to campaigns and failing to disclose valuable, “in-kind” contributions.

Tech’s support for campaigns also gives rise to a multitude of other potential conflicts of interest. “It creates a very awkward situation,” an online advertising executive told *AdAge* in 2012. “Google has all this control over the pipeline of inventory and now they’re getting potentially into the strategy and the spending decisions. I find that troubling.”<sup>1</sup>

Over the past decade, Facebook and Google have become giants in the political advertising space. Americans watched 110 million hours of political content on Google’s YouTube in the year between April 2015 and March 2016. According to Google, that’s “100X the amount of time it would take to watch all content ever aired on CNN, C-Span, MSNBC, and Fox News combined.”<sup>2</sup>

---

<sup>1</sup> Kate Kaye, *Election Embeds: Facebook, Google Got Cozy With Campaigns*, *AdAge*, December 10, 2012, available at <http://adage.com/article/digital/election-embeds-facebook-google-cozy-campaigns/238693/>.

<sup>2</sup> Kate Stanford, *How Political Ads and Video Content Influence Voter Opinion*, *Google*, March 2016, available at <https://www.thinkwithgoogle.com/marketing-resources/content-marketing/political-ads-video-content-influence-voter-opinion/>.



It's a profitable business. With a virtual duopoly over the digital advertising market, the companies earned a substantial portion of the estimated \$1.4 billion that campaigns spent on digital ads in the 2015-2016 election cycle.<sup>3</sup>

But the companies are more than passive recipients of campaign dollars. Google employees work inside political campaigns where they are sometimes indistinguishable from campaign hands. These embeds, offered to every presidential campaign in 2016, helped politicians target voters, craft their messages, design their ads, and even respond to opponents during and after political debates.<sup>4</sup>

Employees of Google's YouTube service also consulted with campaigns on the technical aspects of video production, promotion and analytics.<sup>5</sup> Technology company executives working with the campaigns have described a much more expansive role much more akin to full-scale political consultants.<sup>6</sup>

As one Google embed in a 2016 campaign put it: "We are so close with [the campaigns] that we are typically sitting in their offices or having daily calls."<sup>7</sup>

*"We are so close with [the campaigns] that we are typically sitting in their offices or having daily calls."*

In at least some cases, the relationship extended even further. Staffers for Republican candidate Rand Paul travelled to Google's headquarters in Mountain View, California, to participate in "ideation" sessions.<sup>8</sup>

Starting in 2012, Facebook also offered the presidential campaigns dedicated staff to work inside their campaigns.<sup>9</sup> Their role extended far beyond traditional ad sales. Facebook embeds acted as consultants on branding, communications—and overall strategy for the campaign.<sup>10</sup>

---

<sup>3</sup> Sean J. Miller, *Digital Ad Spending Tops Estimates*, *Campaigns & Elections*, January 4, 2017, available at <https://www.campaignsandelections.com/campaign-insider/digital-ad-spending-tops-estimates>; Matthew Garrahan, *Google and Facebook Dominance Forecast to Rise*, *Financial Times*, December 3, 2017, available at <https://www.ft.com/content/cf362186-d840-11e7-a039-c64b1c09b482>.

<sup>4</sup> Daniel Kreiss and Shannon C. McGregor, *Technology Firms Shape Political Communication: The Work of Microsoft, Facebook, Twitter, and Google With Campaigns During the 2016 U.S. Presidential Cycle*, *Political Communication*, October 26, 2017, available at <https://danielkreiss.files.wordpress.com/2018/01/kreissmcgregortechnology-firms-shape-political-communication-the-work-of-microsoft-facebook-twitter-and-google-with-campaigns-during-the-2016-u-s-presidential-cycle.pdf>; Nancy Scola, *How Facebook, Google and Twitter 'Embeds' Helped Trump in 2016*, *Politico*, October 26, 2017, available at <https://www.politico.com/story/2017/10/26/facebook-google-twitter-trump-244191>.

<sup>5</sup> <https://www.linkedin.com/in/silverwang/>.

<sup>6</sup> Kreiss and McGregor, *Political Communication*, Oct. 26, 2017; <https://www.linkedin.com/in/clark-jacob/>.

<sup>7</sup> *Id.*

<sup>8</sup> *Id.*

<sup>9</sup> Kaye, *AdAge*, Dec. 10, 2012.

<sup>10</sup> Kreiss and McGregor, *Political Communication*, Oct. 26, 2017; Scola, *Politico*, Oct. 26, 2017.

The embeds have proved highly valuable for both technology companies, giving them unique, insider access to candidates, their evolving policy decisions, and political strategy. The embeds buy both companies hard-to-match goodwill with the politicians they help elect.<sup>11</sup>

As Facebook CEO Mark Zuckerberg gently reminded European lawmakers during his recent testimony: “Facebook plays a positive role by helping leaders like you connect with voters.”<sup>12</sup>

Our review of LinkedIn profiles found that Google employees often shift between the political ad sales teams and lobbying roles, raising the question of whether internal firewalls exist to stop internal campaign information from reaching company lobbyists. Lee Dunn, Google’s head of international elections outreach, was previously the head of White House outreach. In that role, she lobbied the Trump administration on issues with major implications for the company’s business, such as digital taxes and copyright.<sup>13</sup>

Sometimes Google employees worked with campaigns at the same time as they lobbied for Google. Google’s team lead for U.S. politics, Rob Saliterman, said he sold ads to political campaigns while at the same time helping Google’s lobbying arm influence elected officials on policies affecting the company.<sup>14</sup>

Between them, Facebook and Google have a phalanx of experienced political hands to deploy to campaigns on both sides of the political divide.<sup>15</sup> That places them in a position to reap the benefits no matter who wins.

CfA, relying on LinkedIn profiles, identified 70 Google and YouTube employees and interns whose job responsibilities included political work, as well as 32 Facebook employees that performed this work.<sup>16</sup> In addition, Facebook also hires contractors for its political teams.<sup>17</sup>

Many of those hired by Google and Facebook were political insiders. Our analysis showed that nearly 40 percent of Google’s politics and elections staff worked in politics or government before going to the company, and more than 50 percent of Facebook’s politics and elections staff had prior political experience.<sup>18</sup>

*Rand Paul campaign staff were invited to an “ideation” session at Google headquarters*

---

<sup>11</sup> Kreiss and McGregor, *Political Communication*, Oct. 26, 2017, pg. 21.

<sup>12</sup> Alex Hern, *Mark Zuckerberg Appears Before European Parliament – As It Happened*, *The Guardian*, May 22, 2018, available at <https://www.theguardian.com/technology/live/2018/may/22/mark-zuckerberg-facebook-appears-before-european-parliament-live-updates>.

<sup>13</sup> <https://www.linkedin.com/in/lee-dunn-77a31619/>.

<sup>14</sup> <https://www.linkedin.com/in/rob-saliterman-89b08317/>.

<sup>15</sup> Kreiss and McGregor, *Political Communication*, Oct. 26, 2017.

<sup>16</sup> Appendix A: Google’s Elections Team; Appendix B: Facebook’s Elections Team.

<sup>17</sup> <https://web.archive.org/web/20171219211510/http://profacebook.applytojob.com/apply/B8nLkxxuQ0/Associate-Manager-US-Politics-Government-Outreach>.

<sup>18</sup> Appendix B: Facebook’s Elections Team.

This level of participation in political campaigns goes far beyond what the tech companies like to advertise. Google says it doesn't make any corporate contributions to political candidates.<sup>19</sup> However, it doesn't count any of the services it donates, which, on the open market, might collectively cost tens of millions of dollars.

Under Federal Election Commission guidelines, companies are not allowed to offer free services to campaigns if it is different than the commercial rate.<sup>20</sup>

Facebook has said the services offered to campaigns are "sales support" and "consistent with support provided to commercial clients in the normal course of business."<sup>21</sup> But evidence suggests the white-glove service provided to political campaigns by both companies extends well beyond that offered to commercial clients. Job postings for Google's political positions list responsibilities that include crafting messages and executing strategy for campaigns, for example. Postings for many comparable jobs serving commercial positions do not.<sup>22</sup>

Google provides political campaigns with services and digital real estate that commercial clients could not access. During recent debates, for example, embedded Google employees worked with political campaigns to release extended or clarifying statements through a box at the top of the Google search page, for free.<sup>23</sup> Voters saw those boxes if they searched for political topics during the debates.

Those "candidate cards" went beyond public education to provide a valuable form of free advertising for certain candidates. For example, cards for the Donald Trump campaign appeared in Google search results during a primary debate in which Trump declined to participate.<sup>24</sup> The same Google employee who worked with the Trump campaign on its advertising plan also helped it craft the content of its candidate cards during the debates.<sup>25</sup>

Other evidence suggests that political ad sales are more than just another business segment for the companies. The political services team of at least one of the companies reportedly had no

---

<sup>19</sup> <https://www.google.com/publicpolicy/transparency.html>.

<sup>20</sup> <https://www.fec.gov/help-candidates-and-committees/candidate-taking-receipts/volunteer-activity/>; <https://www.fec.gov/help-candidates-and-committees/making-disbursements-pac/making-kind-contributions-candidates/>; Press Release, Rep. John Sarbanes, Top Democrats Press Mark Zuckerberg for More Information about Facebook's Role in American Democracy, April 25, 2018, available at <https://sarbans.house.gov/media-center/press-releases/top-democrats-press-mark-zuckerberg-for-more-information-about-facebook>.

<sup>21</sup> Letter from Facebook to House Energy and Commerce Committee, June 29, 2018, available at <https://democrats-energycommerce.house.gov/sites/democrats.energycommerce.house.gov/files/documents/House%20QFRs.compressed.pdf>.

<sup>22</sup> <https://web.archive.org/web/20180809191601/http://www.careercontessa.com/jobs/google-account-manager-democratic-elections/2123/>; <https://www.ziprecruiter.com/c/Google/Job/Account-Manager,-Automotive/-in-Birmingham,MI?ojob=4d01fdc9733a55665d8567cff9d20f4e>.

<sup>23</sup> Kreiss and McGregor, *Political Communication*, Oct. 26, 2017; Danielle Bowers, *New Ways to Stay Informed About Presidential Politics*, *Google*, February 26, 2016, available at <https://blog.google/topics/politics-elections/republican-debate-presidential-politics/>.

<sup>24</sup> Danny Sullivan, *New US Presidential "Candidate Cards" Are a Disaster for Google's Search Quality*, *Search Engine Land*, January 28, 2016, available at <https://searchengineland.com/new-us-presidential-candidate-cards-241337>.

<sup>25</sup> Kreiss and McGregor, *Political Communication*, Oct. 26, 2017.

revenue targets, “in recognition of [its] government affairs role.”<sup>26</sup> One Facebook job posting described its government and politics team as an “external arm” of the company, reinforcing the impression it enjoys a special status beyond its value as a revenue-generating segment.<sup>27</sup>

Academics who interviewed the tech company embeds shortly after the election found they made no bones about the purpose of the embeds. “[S]taffers at these firms stated that providing tools to candidates to help them get elected was a way to build relationships with the elected representatives who would be in a position to regulate them in the future.”<sup>28</sup>

The value of Google and Facebook’s services to campaigns cannot be overstated: Their participation in a campaign can make the difference between winning and losing.<sup>29</sup> Trump told *60 Minutes*, “The fact that I have such power in terms of numbers with Facebook, Twitter, Instagram, etc. I think it helped me win all of these races where they’re spending much more money than I spent.”<sup>30</sup>

One Trump digital campaign hand put it even more simply: “Without Facebook, we wouldn’t have won.”<sup>31</sup>

Google and Facebook have compiled sophisticated advertising profiles on nearly every American, information they use to help campaigns target ads to increasingly narrow segments of the population.<sup>32</sup> In 2016, for example, Google for the first time included “left-leaning” and “right-leaning” political views among the targeting criteria available to advertisers in the United States.<sup>33</sup>

That reach and impact is why few campaigns would want to risk the companies’ helping their opponent, rather than themselves. During his 2014 campaign for Texas governor, for example, Greg Abbott unilaterally dropped a long-running and acrimonious antitrust investigation into Google that he undertook as Texas attorney general.<sup>34</sup> While no evidence has emerged to suggest

---

<sup>26</sup> *Id.*

<sup>27</sup> <https://web.archive.org/web/20171219211510/http://profacebook.applytojob.com/apply/B8nLkxxuQ0/Associate-Manager-US-Politics-Government-Outreach>.

<sup>28</sup> Kreiss and McGregor, *Political Communication*, Oct. 26, 2017, pg. 7.

<sup>29</sup> Sarah Frier and Bill Allison, Facebook ‘Embeds’ Helped Trump Win, Digital Director Says, *Bloomberg*, October 6, 2017, available at <https://www.bloomberg.com/news/articles/2017-10-07/facebook-embeds-helped-trump-win-parscale-tells-60-minutes>.

<sup>30</sup> Rich McCormick, Donald Trump Says Facebook and Twitter ‘Helped Him Win’, *The Verge*, November 13, 2016, available at <https://www.theverge.com/2016/11/13/13619148/trump-facebook-twitter-helped-win>.

<sup>31</sup> Hanna Kozlowska, Facebook and Cambridge Analytica Worked Side by Side at a Trump Campaign Office in San Antonio, *Quartz*, March 20, 2018, available at <https://qz.com/1233579/facebook-and-cambridge-analytica-worked-side-by-side-at-a-trump-campaign-office-in-san-antonio/>.

<sup>32</sup> Alex Kantrowitz, Facebook’s 2016 Election Team Gave Advertisers A Blueprint To a Divided US, *BuzzFeed*, October 30, 2017, available at <https://www.buzzfeed.com/alexkantrowitz/facebooks-2016-election-team-gave-advertisers-a-blueprint>.

<sup>33</sup> Security and Disinformation in the U.S. 2016 Election: What We Found, *Google*, October 30, 2017, available at [https://storage.googleapis.com/gweb-uniblog-publish-prod/documents/google\\_US2016election\\_findings\\_1\\_zm64A1G.pdf](https://storage.googleapis.com/gweb-uniblog-publish-prod/documents/google_US2016election_findings_1_zm64A1G.pdf).

<sup>34</sup> Luke Mullins, Ted Cruz’s Texas Two-Step: Hired Gun for Google, *Yahoo*, March 6, 2015, available at <https://www.yahoo.com/news/when-google-hired-ted-cruz--was-it-lawyering-or-lobbying-224937497.html>; *Texas v.*

the two events were related, Google's central role in campaigns begs the question: Would a candidate for office wish to be hostile to the interests of Google or Facebook?

*"Without Facebook, we wouldn't have won." — Trump campaign consultant*

Other technology companies also provide services to campaigns. Microsoft offers infrastructure like email and data storage, while Twitter also embedded staff in the Trump campaign.<sup>35</sup> Those also raise their own set of issues. In terms of their reach and impact, however, no other companies came close to the value of the services provided by Google and Facebook, nor were they so intimately involved in crafting the political messages different groups of voters heard.

"Twitter is how [Trump] talked to the people, Facebook was going to be how he won," Parscale said on *60 Minutes*.<sup>36</sup> Market analysis and leaked internal presentations show that both the Clinton and Trump campaigns also relied heavily on Google during the 2016 election.<sup>37</sup>

### *Google*

Google is a frequent presence at gatherings of political professionals. The company often sponsors elaborate lounges at the Democratic and Republican National Conventions, complete with a coffee bar, photo booth, and faux living rooms where users can test Google products.<sup>38</sup>

The company was also a "presenting sponsor" at the 2018 Conservative Political Action Conference, where it hosted a party despite pushback from employees on both the right and left.<sup>39</sup> These events help Google brand itself as a political marketing company to attendees who may think of it only as a search company.

---

Google Inc., Case No. D-1-GV-12-000887, available at <https://www.traviscountytexas.gov/district-clerk/online-case-information>; Brian Womack, *Google Gobbles Up More Companies*, *Cape Times*, July 28, 2014.

<sup>35</sup> Kreiss and McGregor, *Political Communication*, Oct. 26, 2017.

<sup>36</sup> Lesley Stahl, *Facebook "Embeds," Russia and The Trump Campaign's Secret Weapon*, *60 Minutes*, June 10, 2018, available at <https://www.cbsnews.com/news/facebook-embeds-russia-and-the-trump-campaigns-secret-weapon-60-minutes/>.

<sup>37</sup> *Data and Digital Marketing Debrief: Trump for President*, *Cambridge Analytica*, available at <https://www.scribd.com/document/374672745/Cambridge-Analytica-s-Trump-for-President-debrief>; Jayson DeMers, *Donald Trump vs. Hillary Clinton: Who's Winning At Online Marketing*, *Forbes*, July 28, 2016, available at <https://www.forbes.com/sites/jaysondemers/2016/07/28/donald-trump-vs-hillary-clinton-whos-winning-at-online-marketing/#1d13c15d13f8>; Tim Fernholz, *Hacked Emails Show Eric Schmidt Played a Crucial Role in Team Hillary's Election Tech*, *Quartz*, November 1, 2016, available at <https://qz.com/823922/eric-schmidt-played-a-crucial-role-in-team-hillarys-election-tech/>.

<sup>38</sup> *The Corporate Invasion: DNC, RNC as Google Hang Out*, *Reading the Pictures*, September 4, 2012, available at <https://www.readingthepictures.org/2012/09/the-corporate-conventions-dnc-rnc-as-google-hang-out/>; Owen Thomas, *Google Has Used Shipping Containers To Build A Big Presence At The Democratic National Convention*, *Business Insider*, September 4, 2012, available at <http://www.businessinsider.com/google-shipping-containers-dnc-charlotte-2012-9>.

<sup>39</sup> Allum Bokhari, *Exclusive: Left-Wing Google Employees Urge Company to Disavow CPAC Over 'Ethno Nationalism,' 'Hate'*, *Breitbart*, March 9, 2018, available at <http://www.breitbart.com/tech/2018/03/09/exclusive-left-wing-google-employees-urge-company-to-disavow-cpac-over-ethno-nationalism-hate/>; Michael M. Grynbaum and John Herrman, *New Foils for the Right: Google and Facebook*, *The New York Times*, March 6, 2018, available at <https://www.nytimes.com/2018/03/06/business/media/paul-schweizer-google-facebook.html>.



Google also has a deep bench of employees who are responsible for growing its political business. A survey of LinkedIn profiles identified 70 Google and YouTube employees whose job responsibilities include political work.<sup>40</sup>



*Rand Paul campaign staff traveled to Google headquarters in Mountain View for “ideation sessions” with Google’s creative team*

Employee interviews with Kreiss and McGregor and LinkedIn profiles describe a concierge service for political advertising clients that goes far beyond the services Google advertises on its website. The company started embedding staff in political campaigns in the 2012 presidential election, and the range of services they provided seemed to quickly expand.<sup>41</sup>

the 2016 presidential campaign noted that some Google staff “went beyond targeting voters and buying advertising to encompass advising campaigns on the strategic development and placement of content, something more akin to a digital consultant role.”<sup>42</sup>

Kreiss and McGregor’s study of the role of technology firms in

A Google employee embedded in a 2016 Republican presidential campaign, Ali Jae Henke, said that “we are so close with [the campaigns] that we are typically sitting in their offices or having daily calls.”<sup>43</sup>

These “embeds,” who were offered to every presidential campaign, consulted with campaigns on messaging strategy, ad creative, voter targeting, and debate response.<sup>44</sup> The ties between the company and a campaign sometimes went further: Rand Paul campaign staff travelled to California to participate in an “ideation” session at Google’s headquarters.<sup>45</sup>

YouTube employees also offered campaigns advice on the technical aspects of video production, promotion and analytics.<sup>46</sup> In 2016, YouTube launched a special template to provide “shot-by-shot guidance” for political ads.<sup>47</sup> YouTube also offers on-site directorial assistance for big-ticket advertisers.<sup>48</sup>

---

<sup>40</sup> See Appendix A: Google’s Elections Team.

<sup>41</sup> Kaye, *AdAge*, Dec. 10, 2012.

<sup>42</sup> Kreiss and McGregor, *Political Communication*, Oct. 26, 2017.

<sup>43</sup> Id.

<sup>44</sup> Id.

<sup>45</sup> Id.

<sup>46</sup> <https://www.linkedin.com/in/silverwang/>.

<sup>47</sup> Sara Snyder, *Meet the YouTube Directors Apps Newest Template: Elections*, *Google*, October 8, 2016, available at <https://blog.google/topics/politics-elections/meet-youtube-directors-app-newest-template-elections/>.

<sup>48</sup> Id.



Google also provided dedicated staff to political action committees and advocacy groups. Many of the services listed by Google employees go beyond ad targeting to something resembling a full-scale digital campaign consultant. Those include “creative ideation and testing,” “digital strategy” and “creative consultation,” among others.<sup>49</sup> One employee offered a detailed list of the types of political organizations to which Google provides consulting support:

*Party committees (Republican National Committee, National Republican Senatorial Committee and National Republican Congressional Committee), Political Action Committees (ESA Fund, Senate Leadership Fund, One Nation, Congressional Leadership Fund and others) and right-of-center advocacy groups (National Rifle Association, American Unity Fund, Susan B Anthony’s List and others).*<sup>50</sup>

One question is whether there are adequate safeguards to prevent Google embeds working on campaigns and outside spending groups from acting as a bridge between them. Campaigns are barred from coordinating with outside groups like super PACs.<sup>51</sup>

As it has expanded its political work, Google has deliberately recruited staff with political experience, an asset on which it relies to establish close ties with campaigns. Kreiss and McGregor noted that “Google’s politics and elections team specifically recruits staffers based on their prior political work [...] using shared partisan affiliation as the basis for trust.”<sup>52</sup>

The LinkedIn data confirmed this claim. Nearly 40 percent of the 70 LinkedIn profiles CfA identified for Google’s politics and elections staff worked in politics or government before coming to Google.<sup>53</sup>

Google employees commonly move between political ad sales and public policy team roles within the company. Lee Dunn, Google’s head of international election outreach, was previously the head of the White House outreach, where she lobbied the Trump administration on issues with big implications for the company’s business, such as digital taxes and copyright.<sup>54</sup> Before that, she worked as Google’s primary point person working with Republican campaign committees and conservative groups.

Carley Graham Garcia, Google’s current head of external affairs for New York City, started as an elections and issue advocacy representative in Google’s New York Office. In that role, she helped “political candidates and issue advocacy organizations influence target audiences and

---

<sup>49</sup> <https://www.linkedin.com/in/kpobrien11/>; <https://www.linkedin.com/in/lee-dunn-77a31619/>.

<sup>50</sup> *Id.*

<sup>51</sup> Rachael Marcus and John Dunbar, Rules Against Coordination Between Super PACs, Candidates, Tough to Enforce, *Center for Public Integrity*, January 13, 2012, available at <https://www.publicintegrity.org/2012/01/13/7866/rules-against-coordination-between-super-pacs-candidates-tough-enforce>.

<sup>52</sup> Kreiss and McGregor, *Political Communication*, Oct. 26, 2017.

<sup>53</sup> See Appendix A: Google’s Elections Team.

<sup>54</sup> <https://www.linkedin.com/in/lee-dunn-77a31619/>.

measure results.” She now “advocate[s] Google’s public policy positions across New York/New Jersey region, advancing the goals and values of the company.”<sup>55</sup>

Sometimes they even straddle both functions simultaneously. Rob Saliterman, Google’s team lead for U.S. politics from September 2011 to May 2015, said he both “led Google’s paid media partnerships with political campaigns and independent expenditure organizations” and at the same time, “Partnered with Google’s government relations team to impact policy outcomes and further relationships with elected officials.”<sup>56</sup>

*The porous boundary between Google’s elections and lobbying groups gives it the ability to influence public officials before they take the oath of office*

The porous boundary between Google’s elections advertising and government affairs groups gives it the ability to influence public officials before they even take the oath of office.

Google has also recruited politically-active students to serve on its elections team. In 2016, Google hired a team of college students from across the country to act as political advertising interns.<sup>57</sup> The majority of these students were political science or political communication



2016 Political Advertising Interns in Google's Washington, D.C., office

majors, including many who had prior campaign experience.<sup>58</sup>

Google marketed the internship as an opportunity to “make a significant impact as Election Day approaches.” According to Google’s job announcement, “no team is closer to the nexus of politics, technology, and advertising than Google’s Elections team.”<sup>59</sup>

### *Inadequate Disclosure*

One question is whether this valuable consulting is an illegal in-kind contribution and, if not, whether current rules are adequate for the times. “Generally, if an individual provides services to

<sup>55</sup> <https://www.linkedin.com/in/carley-graham-garcia-3b9a79a/>.

<sup>56</sup> <https://www.linkedin.com/in/rob-saliterman-89b08317/>.

<sup>57</sup> <https://bsos.umd.edu/showcase/katherine-swanson-gvpt-senior>; Appendix A: Google’s Elections Team. Some sources refer to these fellows as “Political Advertising Fellows.”

<sup>58</sup> <https://www.linkedin.com/in/catherine-walker-jacks-b07ab4ba/>; <https://www.linkedin.com/in/elaine-cleary/>; <https://www.linkedin.com/in/gwen-thomas-67a418112/>; <https://www.linkedin.com/in/katherinecswanson/>; <https://www.linkedin.com/in/maxwell-nunes-4211031b/>.

<sup>59</sup> <https://groups.google.com/forum/#!topic/impact-interns-of-color-networking-group/DogIVlgtN50>.

a campaign during paid working hours, the employer makes a contribution to the campaign,” according to FEC guidance.<sup>60</sup>

Google might argue that they provide the consulting because the campaign is buying ads. However, the value of that consulting—separate and apart from the ads—is significant. Presidential campaigns paid tens of millions of dollars for digital consulting during the 2016 cycle, according to FEC data, though opaque and inconsistent reporting makes it impossible to determine exactly how much.

For example, the Trump campaign paid its top digital consulting firm, Giles Parscale, \$94 million during the 2016 run, though that figure combines ad expenditures with consulting.<sup>61</sup> That continued after the election: The Trump re-election campaign also paid Parscale’s firm \$7.4 million between January 2017 to July 2018.<sup>62</sup>

FEC data also indicates that Parscale’s firm charges a regular monthly retainer to clients of \$10,000 or \$15,000 for digital consulting.<sup>63</sup> While the figure likely undercounts the total amount he receives for his work, it does suggest that the two activities—consulting and ad buying—are separable.

Google says it makes no contributions as a company to support political candidates. (Corporations are barred from donating directly to candidates’ campaigns from their treasury funds but can support outside groups as long as they don’t coordinate with the campaign.)

“To date, Google has chosen not to use corporate resources to make independent expenditures or fund electioneering communications in support of, or opposition to a federal, state or local candidate’s election,” the company states. “In the future, if Google makes any direct independent expenditures, we would disclose such expenditures on this website and public campaign disclosure reports.”<sup>64</sup>

### *Other Partnerships*

For more than a decade, Google has offered election season tools that purport to educate voters about the candidates and issues on the ballot. The company sponsors debates, search “widgets” and YouTube channels devoted to political education.

---

<sup>60</sup> <https://www.fec.gov/help-candidates-and-committees/candidate-taking-receipts/volunteer-activity/>.

<sup>61</sup> Lucy Handley, Trump’s Digital Campaign Director Was Paid \$1,500 to Set up His Election Website. Then He Raked in \$94 Million When Trump Won, *CNBC*, October 9, 2017, available at <https://www.cnn.com/2017/10/09/donald-trumps-digital-campaign-directors-company-paid-94-million.html>.

<sup>62</sup> Donald J. Trump For President, Inc., Disbursements to Parscale Strategy LLC, Federal Election Commission, 2018 Election cycle, available at [https://www.fec.gov/data/disbursements/?two\\_year\\_transaction\\_period=2018&data\\_type=processed&committee\\_id=C00580100&recipient\\_name=parscale&min\\_date=01%2F01%2F2017&max\\_date=07%2F20%2F2018](https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&committee_id=C00580100&recipient_name=parscale&min_date=01%2F01%2F2017&max_date=07%2F20%2F2018).

<sup>63</sup> All Disbursements to Parscale Strategy LLC, Federal Election Commission, 2018 Election cycle, available at [https://www.fec.gov/data/disbursements/?two\\_year\\_transaction\\_period=2018&data\\_type=processed&recipient\\_name=parscale&min\\_date=01%2F01%2F2017&max\\_date=07%2F20%2F2018](https://www.fec.gov/data/disbursements/?two_year_transaction_period=2018&data_type=processed&recipient_name=parscale&min_date=01%2F01%2F2017&max_date=07%2F20%2F2018).

<sup>64</sup> <https://www.google.com/publicpolicy/transparency.html>.



In 2007, YouTube partnered with CNN on a pair of debates among the Democratic and Republican presidential primary candidates. The debate sponsors used YouTube to solicit questions from voters as part of Google's YouChoose '08 initiative.<sup>65</sup>

YouTube debates have since become a fixture of presidential campaigns. In 2016, Google teamed up with Fox News to present a Republican primary debate, and with NBC to present a Democratic primary debate.<sup>66</sup>

*"I know this is what you are going to be hit on so you definitely want to have a response from the hopper for that" — Google's Trump embed*

During recent debates, Google allowed campaigns to release extended or clarifying statements on their candidates' answers via a widget on the Google search page.<sup>67</sup> Google gave candidates access to this space and allows them to populate "candidate cards" with content for free.<sup>68</sup> Google's campaign embeds worked with the staff to produce content to populate this space, even suggesting content.<sup>69</sup>

Ali-Jae Henke, head of industry for Google's Republican elections team, said:

*"I would work with the campaign beforehand telling them, strategizing what issues might be most relevant and what they are going to want to produce ahead of time because it just moves so fast. So if you know that it is the business debate, we know that it is going to be a lot of economy and job issues. You are going to want to be on message for that and you kind of look at the other side of the aisle and you say, "I know this is what you are going to be hit on so you definitely want to have a response from the hopper for that..."<sup>70</sup>*

Once again, the description of the work conducted by Google's embedded employees resembles political consulting far more than advertising sales support.

---

<sup>65</sup> Announcing the CNN/YouTube Debates, *YouTube*, June 14, 2017, available at <https://youtube.googleblog.com/2007/06/announcing-cnnyoutube-debates.html>.

<sup>66</sup> Steve Grove, Google and FOX News Channel Present Republican Presidential Debate in Des Moines, Iowa, *Google*, January 21, 2016, available at <https://blog.google/topics/politics-elections/google-and-fox-news-channel-present/>; Brandon Feldman and Steve Grove, *YouTube and NBC News Present Democratic Primary Debate in South Carolina*, *YouTube*, December 16, 2015, available at <https://youtube.googleblog.com/2015/12/youtube-and-nbc-news-present-democratic.html>.

<sup>67</sup> Bowers, *Google*, Feb. 26, 2016.

<sup>68</sup> Kreiss and McGregor, *Political Communication*, Oct. 26, 2017.

<sup>69</sup> *Id.*

<sup>70</sup> *Id.*

## *Facebook*

Starting in 2012, Facebook offered embeds to every presidential campaign to consult on messaging, ad creation, voter targeting and debate response. The company also provided dedicated staff to political-action committees and advocacy groups.<sup>71</sup>

It further refined its political targeting in the run-up to the most recent presidential election. In November 2015, Facebook rolled out its “political influencer” targeting, allowing campaigns to aim their advertisements and posts at politically-active users.<sup>72</sup>

Two Facebook staffers joined the 2016 Trump campaign to help develop the most effective advertising and targeting strategy.<sup>73</sup> The embeds spent several days a week at the campaign offices, working with the campaign’s digital team to develop the most effective ads.

Facebook’s technology allowed the Trump campaign to run 50,000-60,000 political ads every day. Each ad had slight differences, allowing the campaign to make nuanced adjustments to targeting of audiences as they measured the responses to each ad.<sup>74</sup>

To further refine such microtargeting, Trump campaign digital director Brad Parscale hired Cambridge Analytica, a data company that used a method it called “psychographics” to identify narrowly-targeted audiences. (Parscale has denied using the company’s psychological targeting.) Parscale combined efforts from Cambridge Analytica with a database compiled by the Republican National Committee that identified the issues their voters care about.<sup>75</sup>

The Trump team spent a reported \$70 million on Facebook advertising, using the full gamut of Facebook’s marketing tools and gaining them a reported \$250 million in donations.<sup>76</sup>

Parscale said he knew Facebook was the path to victory for Trump, and he sought to capitalize

---

<sup>71</sup> Kaye, *AdAge*, Dec. 10, 2012; Kreiss and McGregor, *Political Communication*, Oct. 26, 2017.

<sup>72</sup> Sean J. Miller, *New Facebook Tool Allows Mail-Style Targeting*, *Campaign s& Elections*, November 11, 2015, available at <https://www.campaignsandelections.com/campaign-insider/new-facebook-tool-allows-mail-style-targeting>.

<sup>73</sup> Noah Kulwin, *Team Trump Had at Least 8 Silicon Valley Embeds*, *Vice News*, October 31, 2017, available at [https://news.vice.com/en\\_us/article/8xmvkg/trump-campaign-had-help-from-8-silicon-valley-staffers](https://news.vice.com/en_us/article/8xmvkg/trump-campaign-had-help-from-8-silicon-valley-staffers).

<sup>74</sup> Stahl, *60 Minutes*, Jun. 10, 2018.

<sup>75</sup> *Id.*

<sup>76</sup> Matea Gold and Elizabeth Dwoskin, *Trump Campaign’s Embrace of Facebook Shows Company’s Growing Reach in Elections*, *Washington Post*, October 8, 2017, available at [https://www.washingtonpost.com/politics/trump-campaigns-embrace-of-facebook-shows-companys-growing-reach-in-elections/2017/10/08/e5e5f156-a93b-11e7-b3aa-c0e2e1d41e38\\_story.html](https://www.washingtonpost.com/politics/trump-campaigns-embrace-of-facebook-shows-companys-growing-reach-in-elections/2017/10/08/e5e5f156-a93b-11e7-b3aa-c0e2e1d41e38_story.html); Issie Lapowsky, *Here’s How Facebook Actually Won Trump the Presidency*, *Wired*, November 15, 2016, available at <https://www.wired.com/2016/11/facebook-won-trump-election-not-just-fake-news/>.

on every resource available to the campaign, including embeds.<sup>77</sup> Facebook said it offered the same support to the Clinton campaign and “had teams assigned to both.”<sup>78</sup>

Parscale told the embeds he wanted Republicans from the technology firms sitting in the office to teach him every element of the available technology.<sup>79</sup> Companies like Facebook already had their political teams organized along partisan lines and staffers’ support for a particular candidate, making it easy to deploy to them to campaigns from both parties.<sup>80</sup>

Although the Trump campaign ran ads on other platforms, Parscale said that 80 percent of its digital ad buys were on Facebook. The company’s highly sophisticated audience targeting allowed the campaign to reach segmented communities directly, at a fraction of the cost of television ads.<sup>81</sup>

*Trump’s campaign manager said he wanted Republicans from the technology firms sitting in the office to teach him every element of the technology*

### *Ad Auctions*

Facebook political staff went beyond helping campaigns target their messages, or better use their tools. Increasingly, they helped create the political messages themselves.<sup>82</sup>

The expansion of Facebook’s services to campaigns coincided with a shift in the way Facebook sold ads in 2016, including political ads.<sup>83</sup> Rather than having a set price for political ads that would use the company’s highly sophisticated targeting, Facebook auctioned-off the ads using an algorithm that measured bids placed by various companies or campaigns, echoing the model Google built for its ad auctions.<sup>84</sup>

Crucially, the formula also considered how attractive the ad was to users. Embeds helped the Trump team make their ads more engaging. That meant “his bids received a boost from Facebook’s click model, effectively winning him more media for less money,” according to one expert. “In essence, Clinton was paying Manhattan prices for the square footage on your smartphone’s screen, while Trump was paying Detroit prices.”<sup>85</sup>

---

<sup>77</sup> Stahl, *60 Minutes*, Jun. 10, 2018.

<sup>78</sup> Letter from Facebook to House Energy and Commerce Committee, June 29, 2018, available at <https://democrats-energycommerce.house.gov/sites/democrats.energycommerce.house.gov/files/documents/House%20QFRs.compressed.pdf>.

<sup>79</sup> Stahl, *60 Minutes*, Jun. 10, 2018.

<sup>80</sup> Kreiss and McGregor, *Political Communication*, Oct. 26, 2017.

<sup>81</sup> Stahl, *60 Minutes*, Jun. 10, 2018.

<sup>82</sup> Kreiss and McGregor, *Political Communication*, Oct. 26, 2017.

<sup>83</sup> Samantha Foon, *An Insider Look at Reach and Frequency Ad Buying on Facebook*, *Ignite Social Media*, June 23, 2018, available at <https://www.ignitesocialmedia.com/social-advertising/reach-frequency-ad-buying-facebook/>.

<sup>84</sup> Antonio Garcia Martinez, *How Trump Conquered Facebook – Without Russian Ads*, *Wired*, February 23, 2018, available at <https://www.wired.com/story/how-trump-conquered-facebook-without-russian-ads/>.

<sup>85</sup> *Id.*



As former Facebook executive Antonio Garcia Martinez described in a 2018 article:

*Facebook has a piece of ad real estate that it's auctioning off, and potential advertisers submit a piece of ad creative, a targeting spec for their ideal user, and a bid for what they're willing to pay to obtain a desired response (such as a click, a like, or a comment). Rather than simply reward that ad position to the highest bidder, though, Facebook uses a complex model that considers both the dollar value of each bid as well as how good a piece of clickbait (or view-bait, or comment-bait) the corresponding ad is. If Facebook's model thinks your ad is 10 times more likely to engage a user than another company's ad, then your effective bid at auction is considered 10 times higher than a company willing to pay the same dollar amount.*<sup>86</sup>

### *Legality of Embeds*

While Google has so far avoided questions surrounding the legality of its campaign embeds, Facebook executives have received detailed requests for information from Congress. Following Mark Zuckerberg's April 2018 testimony before Congress, Rep. John Sarbanes (D-MD) posed a series of pointed questions about the practice:<sup>87</sup>

- What parameters are used to determine when a political client is offered “sales support” to assist with advertising on Facebook, as both the Trump and Clinton campaigns were reported to have been offered? Please provide documents and communications referring or relating to how “sales support” representatives are offered to political campaigns.
- When were these offers made to the Trump and Clinton campaigns? What specific assistance was offered? What, if any, limitations were put on the offer? What was accepted by each campaign? Please provide any documents or communications regarding assistance offered to or accepted by the campaigns, including but not limited to written offer terms and any subsequent written offer terms provided by Facebook to the political campaigns detailing the services that would—or could—be rendered.
- Did the offers differ in any way? Did either the Trump or Clinton campaign negotiate the terms of the offer, including requesting or refusing specific employees?



Mark Zuckerberg said only that Facebook offered “sales support” to all campaigns

---

<sup>86</sup> *Id.*

<sup>87</sup> Letter from Facebook to House Energy and Commerce Committee, June 29, 2018, pg. 662-670.

- Were any “sales support” teams “embedded”—or domiciled—in a given campaign’s operation? How frequently did the “sales support” teams visit either campaign’s physical operation?
- Did the campaigns pay for this assistance beyond the cost of the ad buys? If so, did it cover Facebook’s full cost in providing the services?

Sarbanes also noted the potential legal implications of the company’s answers: “Federal campaign finance law is clear that providing staff or assistance to a political campaign in a manner outside the normal course of business or on better terms than offered to commercial clients can constitute an illegal contribution to the campaign, violating so-called “in-kind” contribution limits designed to prevent quid pro quo corruption.”

During his testimony, Zuckerberg was evasive on the issue, saying only that the company offered “sales support” to all campaigns.<sup>88</sup> Facebook later responded in more detail, adding that the service it offered to campaigns was no different from support offered to other, non-political accounts.

*“[F]or candidates across the political spectrum, Facebook offers the same levels of support in key moments to help campaigns understand how best to use the platform,” the company wrote in its response. “Facebook representatives advise political advertisers on Facebook, as they would with other, non-political managed accounts. During the 2016 election cycle, Facebook worked with campaigns to optimize their use of the platform, including helping them understand various ad formats and providing other best practices guidance on use of the platform.*

*No one from Facebook was assigned full-time to the Trump campaign, or full-time to the Clinton campaign. We offered identical support to both the Trump and Clinton campaigns, and had teams assigned to both. Everyone had access to the same tools, which are the same tools that every campaign is offered. The campaigns did not get to “hand pick” the people who worked with them from Facebook. Both campaigns approached things differently and used different amounts of support.*

*We continuously work to ensure that we comply with all applicable laws and policies. We have a compliance team that trains our sales representatives to comply with all federal election law requirements in this area. Facebook employees are encouraged to raise any concerns about improper activity to their managers. While our investigation is ongoing, our review indicates that Facebook employees did not identify any issues involving the improper use of Facebook data in the course of their interactions with Cambridge Analytica during the 2016 US Presidential campaign.*

*In general, political data firms working on the 2016 campaign had access to Facebook’s advertising support services, including technical support, and best practices guidance on how to optimize their use of Facebook. Everyone had access to the same tools, which are*

---

<sup>88</sup> Zuckerberg Faces House in Second Day of Facebook Testimony—Live Analysis, Wall Street Journal, April 12, 2018, available at <https://www.wsj.com/livecoverage/facebook-mark-zuckerberg-live-coverage/card/1523469372>.

*the same tools that every campaign is offered, and is consistent with support provided to commercial clients in the normal course of business.*"<sup>89</sup>

However, descriptions of the work conducted by Facebook's embeds and political staff suggest the work goes beyond that conducted for regular, commercial clients. In many cases, it seems closer to that of digital consultants for the campaigns, which could cost millions of dollars over a campaign cycle and would not likely have the same access to Facebook's data or systems.

In interviews with academics, Facebook executives struggled to define their role. Katie Harbath, Facebook's global politics and government outreach director, described it as an "advisory role." Facebook's liaison to the Clinton campaign, Crystal Patterson, seemed to emphasize providing creative ideas over simple advice on the mechanics of digital advertising.

"Sometimes we're just here to bounce ideas off, and kind of get them out of the, what's our e-mail schedule, what's our digital schedule, you know the mechanics.... Sometimes overtake the fun part, and so we try to introduce some of that creativity and fun back into it....," said Patterson.<sup>90</sup>

One job description seems to suggest that Facebook's election team is not just another revenue-generating ad segment—it's special. "The government and politics policy team is an *external arm* of Facebook and works with the world's governments and politicians on how to best use Facebook to connect with their constituents."<sup>91</sup>

### *Ongoing Search for Political Embeds*

Facebook continues to expand its role in U.S. and foreign elections despite the controversy over its role in spreading misinformation by Russia during the 2016 election and the misuse of user data by Cambridge Analytica. In particular, Facebook continues its aggressive recruitment of political operatives to deploy in campaigns.

An analysis of 32 LinkedIn profiles for Facebook employees and interns involved in the company's political efforts and communications showed that more than half of the individuals had prior political or government experience.<sup>92</sup> Facebook has not disclosed the size of its government and politics team, but according to Bloomberg, "one executive said it can expand to include hundreds during the peak of an election, drawing in people from the company's legal, information security and policy teams."<sup>93</sup>

---

<sup>89</sup> Letter from Facebook to House Energy and Commerce Committee, June 29, 2018.

<sup>90</sup> Kreiss and McGregor, *Political Communication*, Oct. 26, 2017.

<sup>91</sup> <https://web.archive.org/web/20171219211510/http://profacebook.applytojob.com/apply/B8nLkxxuQ0/Associate-Manager-US-Politics-Government-Outreach>.

<sup>92</sup> Appendix B: Facebook's Elections Team.

<sup>93</sup> Lauren Etter, Vernon Silver, and Sarah Frier, *How Facebook's Political Unit Enables the Dark Art of Digital Propaganda*, *Bloomberg*, December 21, 2017, available at <https://www.bloomberg.com/news/features/2017-12-21/inside-the-facebook-team-helping-regimes-that-reach-out-and-crack-down>.



A survey of Facebook job postings available in the Internet Archive through 2016 showed that the positions handling political accounts are referred to as “Client Solutions Managers,”<sup>94</sup> “Client Partners,”<sup>95</sup> or “Account Managers”<sup>96</sup>.

These positions’ descriptions suggest that they involved pitching and designing advertising strategies for political campaigns. A 2013 “Client Partner for Politics” listing included the key responsibilities to “create and deliver consultative sales presentations using industry knowledge, market trends, and Facebook marketing solutions to major US political campaigns, government agencies and/or advocacy groups.”

Job responsibilities for the position also included “driv[ing] adoption of Facebook ads, pages, and platform to achieve their campaign goals.”<sup>97</sup>

In 2015, Facebook began advertising for politically-focused positions by party affiliation, according to an analysis of archived Facebook sales jobs.<sup>98</sup>

- Client Partner, Travel Vertical (Austin – New York)
- Client Partner, Travel Vertical (Seattle)
- Client Solutions Manager, Politics – Democratic Party (Washington)
- Client Solutions Manager, Politics – Republican Party (Washington)
- Client Solutions Manager, Travel Analytics (Menlo Park)

*Facebook jobs postings in 2015 listed by political party affiliation available in the internet archive.*

---

<sup>94</sup> <https://web.archive.org/web/20150812091203/https://www.facebook.com/careers/teams/sales>;  
<https://web.archive.org/web/20150608182431/https://www.facebook.com/careers/teams/sales>;  
<https://web.archive.org/web/20141007184941/https://www.facebook.com/careers/department?dept=sales&req=a0IA000000G3Z1oMAF>.

<sup>95</sup> <https://web.archive.org/web/20130108111332/https://www.facebook.com/careers/department?dept=sales&req=a2KA0000000EipxMAC>;  
<https://web.archive.org/web/20130213121723/http://www.facebook.com/careers/department?dept=sales&req=a2KA0000000EipxMAC>; <https://web.archive.org/web/20130815015110/https://www.facebook.com/careers/teams/sales>;  
<https://web.archive.org/web/20130925103830/https://www.facebook.com/careers/teams/sales>.

<sup>96</sup> <https://web.archive.org/web/20140103185049/https://www.facebook.com/careers/teams/sales>;  
<https://web.archive.org/web/20130605043002/https://www.facebook.com/careers/department?dept=sales&req=a0IA0000006cQhdMAE>; <https://web.archive.org/web/20130514222649/https://www.facebook.com/careers/teams/sales>;  
*See Appendix C: Facebook’s Elections Jobs Board.*

<sup>97</sup> <https://web.archive.org/web/20130108111332/https://www.facebook.com/careers/department?dept=sales&req=a2KA0000000EipxMAC>;  
<https://web.archive.org/web/20130213121723/http://www.facebook.com/careers/department?dept=sales&req=a2KA0000000EipxMAC>.

<sup>98</sup> <https://web.archive.org/web/20150530121643/https://www.facebook.com/careers/teams/sales/>; *See Appendix C: Facebook’s Elections Jobs Board.*

In May 2018, Facebook continued to hire these political sales members for the upcoming election cycle. One job post for “Client Partner, Politics – Democratic Party Job” described the role these individuals would be taking, “Facebook is seeking a strong sales and marketing professional to help build and sell Facebook’s advertising solutions to significant advertisers in the US Politics industry, specifically to Democratic candidates, campaigns, and advocacy groups.”<sup>99</sup>

A job with same title and description but for the Republican Party was also being advertised.<sup>100</sup>

### ***Methodology***

The *Google Transparency Project* relied on LinkedIn data, analyzing profiles for Google and Facebook employees, to build a database of employees for both companies that worked with political campaigns. The database for each company is attached to this report. Archived marketing materials for political clients, job descriptions, and industry publications also provided source material for this report. For direct testimonies from Google and Facebook campaign staff, GTP relied on the work of Daniel Kreiss and Shannon C. McGregor whose paper “Technology Firms Shape Political Communication” was published in *Political Communication* in October 2017. Their paper is cited throughout this report.

---

<sup>99</sup> <https://lensa.com/client-partner-politics-democratic-party-jobs/washington/jd/134b71b76de4fabf30724a16defb0a18>.

<sup>100</sup> <https://lensa.com/client-partner-politics-republican-party-jobs/washington/jd/040ee0dce4693088f54eb6c0ea233bcf>.

# APPENDIX A



name	title	employer	duration	location	details	profile url	political ex
Abraham (Abe) Murray	Senior Product Manager	Verily (formerly Google)	Jan 2016 - Present	Cambridge		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Abraham (Abe) Murray	Senior Product Manager	Google	Sep 2007 - Jan 2016	Cambridge	Built and lead the product team for Google Research supporting significant launches across Alphabet companies (2012-2016). Worked on Google Play where I built, launched, and grew Play Books and Magazines (2009-2012). Worked on 2008 Elections / Voter Info, Real Estate Search, and other Google Maps products (2007-2009).	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Abraham (Abe) Murray	Co-Founder and CTO	doodleboard inc.	Jun 2006 - Jul 2007		Co-founder and CTO of enterprise 2.0 startup. Bringing exciting technology to fruition - developed business model, architected technology, hired and managed developers. Produced private alpha for customer feedback. Filed two provisional patents. Worked with HBS professors and outside advisors. Pursued due diligence with top tier VC firms, ultimately passed on it as an angel-sized investment.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Abraham (Abe) Murray	Integrated Product Team Lead	BAE SYSTEMS	Jul 2002 - May 2005		One of five technical product managers on \$35 million program using embedded Linux clusters and commercial FPGAs to implement software based radios connecting multiple communication technologies, including cellular, military radios, and voice over IP (VoIP).  Lead three geographically dispersed cross functional product teams on critical path of program - delivered products within tight time and budget constraints. Resolved significant subcontractor performance issues which threatened to delay program.  Received Chairman's Award for Innovation and was nominated for Employee of the Quarter for this work.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Abraham (Abe) Murray	Systems Engineer	BAE SYSTEMS	Jul 2002 - May 2005		Engineering Leadership Development Program - Rotational leadership development program with roots in GE Edison program. Participated in quarterly leadership training events and yearly week-long corporate conference. Obtained Master of Science degree while fulfilling demanding full-time work commitment.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Abraham (Abe) Murray	Senior Systems Architect	URI Memorial Univ	Oct 1998 - May 2001		Senior member of three person information systems team serving an organization of 40 people. Supported accounting, planning, and human resource departments. - Researched, architected, and executed successful transition from Novell Netware to Linux based IT system. - Developed and presented study highlighting in-house student development as an inexpensive and distinguishing opportunity for the school. Convinced school to maintain organization, which persists to this day.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Abraham (Abe) Murray	Commercial Fishing Vessel Captain	Blue Gold Holding	May 1997 - Aug 1998		- Reduced raw material cost five-fold by initiating profitable mussel harvesting operation. - Generated cash required to repurchase ownership stake of corporation from equity investors. - Responsible for daily just-in-time delivery of quality raw materials to New Bedford factory. - Hired, trained, scheduled, motivated, promoted, and fired crew.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Abraham (Abe) Murray	Various	Blue Gold Holding	May 1996 - May 1997		Participated in strategic and operational decisions of family business, which produced value added seafood products for foreign and local markets. - Member of four person turn-around team for crab factory in Bacalod, Philippines, resulting in 200 jobs restored to local community. - Designed and implemented crabmeat manufacturing line. Performed operational analysis to improve efficiency. - Designed and implemented FDA food safety program for entire factory. Factory became FDA certified ahead of industry requirements.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Alexis de La Tour du Pin	Elections lead - Google & YouTube France	Google	Oct 2016 - Jul 2017	Paris Area	In the lead up to the most decisive election period in recent French history, led a cross-functional task force to orchestrate Google and YouTube's roles in these elections: - empower voters and candidates with useful information through ad hoc product launches - encourage the 18-34 to meaningfully participate in democracy through a YouTube campaign and NGO program - strengthen relationship with publishers & institutions	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Alexis de La Tour du Pin	Marketing Manager - Reputation / CSR le	Google	Jul 2015 - Oct 2016	Paris Area	Managing a team of 3 to lead our marketing strategy and efforts to showcase Google and YouTube's efforts in France towards improving economy, enriching society and culture (corporate social responsibility & reputation).  For Google, our efforts took the shape of a 360° approach involving: - innovative media campaigns (digital, print, digital out of home) - an ambassador program on <a href="http://g.co/moteuredeussites">http://g.co/moteuredeussites</a> - a social approach with <a href="https://twitter.com/googleenfrance">https://twitter.com/googleenfrance</a> - a series of industry events - digital skills program support, such as <a href="http://wetechnicare.org">http://wetechnicare.org</a>  For YouTube, our efforts focused on fighting hate speech, through: - a large consumer tour and contest throughout France entitled Toi-Même Tu Filmes, to raise awareness from young people on the dangers of hate speech online, and teach how to make their own films with a simple phone on positive topics - 2 industry events entitled Net Positive Forums, together with Facebook and Twitter, to support NGOs in creating positive content on YouTube	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Alexis de La Tour du Pin	Marketing lead - Google Launchpad (star	Google	Sep 2014 - Jan 2016	Paris	Leading marketing mentorship for Google Launchpad. Google Launchpad is a global program meant to support early-stage startups through full weeks of mentorship to take them to a new level. The program includes 1 full day of marketing support with 10 marketing mentors. The goal is to help startups achieve rapid progress in a very short time through talks, focused workshops and mentoring sessions with top-notch mentors recruited in the community.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Alexis de La Tour du Pin	France Marketing Manager - Google+, Yo	Google	Jan 2012 - Sep 2015	Paris Area	In charge of Google+ consumer marketing strategy for France. Leading a team of 3 partnership managers. Piloted dozens of partnership programs leveraging Google+ and the Hangout technology, as well as Google Trends and Google Photos. Highlights include: - #TopRecherches with L'Equipe.fr: <a href="https://youtu.be/3-GkyX317Oc">https://youtu.be/3-GkyX317Oc</a> - #PARISTORIES with leading French football team PSG: <a href="https://youtu.be/X3WqKhPjHf0">https://youtu.be/X3WqKhPjHf0</a> - #Pourquoi with Vice France / Motherboard - #MonD'bat2014 with France Télévisions - #VoiceHangout and #DDayhangout with TF1 - #PSGOMhangout with Canal+, PSG & OM - #ELLEfashionRide with Elle - #EAsportsFIFA14academy with E.A. Sports - CannesIncome with Premi@re.  In charge of YouTube consumer marketing strategy for France. Piloted large on and offline campaigns around YouTube creators. Example: <a href="http://goo.gl/E7kzGw">http://goo.gl/E7kzGw</a>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Alexis de La Tour du Pin	Marketing Manager - Politics & elections	Google	Oct 2011 - Dec 2011	Greater Na	3-month mission in the US on politics & elections marketing.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	

					<p>In charge of YouTube consumer &amp; B2B marketing strategy for France.</p> <p>Led projects such as YouTube Elections 2012: 18-month project with AFP, CFJ (journalism school) and Twitter. Objective: connect young citizens directly to presidential candidates and focus on the real stakes, via CFJ interviews, video aggregation from media &amp; parties, and a data viz contest. 30M visits on YouTube hub and 100Ms of PR contacts.</p> <p>Other partnership projects included:</p> <ul style="list-style-type: none"> <li>- Born HIV Free with Global Fund to fight AIDS and French 1st lady: a global public awareness campaign about eradicating HIV transmission through pregnancy, through the use of entertainment content. Highlights include 1st YouTube live concert in Europe with Paul McCartney, and street marketing campaign around UN summit in New York.</li> <li>- Best of Pub (V1, V2): video ad contest with leading marketing magazine Stratégies.</li> <li>- Planète Reporter (V1, V2, V3): citizen reporter contests with LeMonde.fr.</li> </ul>	
Alexis de La Tour du Pin	France Marketing Manager	YouTube	Jul 2009 Ài Dec 2011	Paris Area	Also led B2B on and offline campaigns, such as "Regardez bien cet espace" (watch this space) and B2B events to inform our clients on our advertising offering.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>In charge of marketing research for Google France.</p> <p>Worked with all sales directors (travel, CPG, entertainment, B2B, auto, tech, retail...) to deepen their sales pitches through innovative research around SEM and YouTube advertising.</p> <p>Research studies included breakthrough methodologies such as cross-media optimisation, eye-tracking and econometrics.</p> <p>Cross-media research study with L'Oréal, media agencies Zanth/Starcom, and research agency MetrixLab, won the 2009 "Grand Prix des Etudes" at the SEMO (the most coveted industry research award in France) in the digital/media category.</p>	
Alexis de La Tour du Pin	France Marketing Research Manager	Google	Jun 2008 Ài Jun 2009	Paris Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>In charge of competitive intelligence for EMEA, built an internal tool to inform colleagues on competition status and update, by product and country.</p> <p>Led research with product managers on product strategy. Example: qual and quant research with IPSOS to identify the levers to switch to Gmail.</p>	
Alexis de La Tour du Pin	Marketing Research Manager	Google	Nov 2006 Ài May 2008			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Alexis de La Tour du Pin	Intem - Consultant	Advention BP	2006 Ài 2006			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Alexis de La Tour du Pin	Intem - Entrepreneurship	Popcarte.com	2005 Ài 2005			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Alexis de La Tour du Pin	Intem - Marketing - International luxury d	L'oréal	2004 Ài 2004	Paris Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Ali-Jae Henke	Head of Industry, Elections	Google	Jul 2017 Ài Present	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Ali-Jae Henke	Account Executive, Media & Entertainment	Google	Nov 2016 Ài Jul 2017	Los Angeles		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Ali-Jae Henke	Account Executive, US Politics	Google	Jul 2014 Ài Nov 2016	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Ali-Jae Henke	Programmatic Advertising Manager	Targeted Victory	Nov 2011 Ài Jul 2014	Alexandria		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Ali-Jae Henke	Director of Operations	Western Republic	Mar 2011 Ài Oct 2011	Las Vegas	Ag Management & oversight of conference & CNN Presidential debate activities	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Ali-Jae Henke	Search Engine Marketing Analyst	Business OnLine	Jul 2010 Ài Mar 2011	San Diego, CA	Ag Western region communications strategy for 16 states & territories	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Ali-Jae Henke	Southern Nevada Field Director	Sue Lowden for U	Jan 2010 Ài Jun 2010	Las Vegas, NV		<a href="https://www.">https://www.</a> 1
Ali-Jae Henke	Convention & Online Marketing Coordina	Certified Collecti	Feb 2008 Ài Jan 2010	Sarasota, FL		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Ali-Jae Henke	Director of Operations	Western Republic	Mar 2011 Ài Oct 2011	Las Vegas	Ag Management & oversight of conference & CNN Presidential debate activities	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Currently working across 25 large customer accounts to drive ROI &amp; efficiency targets through automated strategies &amp; advanced attribution models on programmatic.</p> <p>Worked on the U.S. Government &amp; Advocacy business across ~300 clients covering \$XX Million revenue base.</p> <p>Managed all tactical aspects of running Search, Display and Video marketing campaigns on AdWords.</p> <p>Was first point of contact for account development and strategic discussion with the clients. Engaged with key clients directly for account optimisations &amp; identifying opportunities.</p> <p>Lead efficiency projects to enable the clients to hit their ROI &amp; budget targets quarter over quarter.</p> <p>Coached a team of 10 Googlers to ensure 100% quality for Auto &amp; Branded Apparel clients.</p> <p>Won 5 peer bonuses from the US Sales team for playing a key role in meeting objectives &amp; generating incremental revenue for the top tier clients.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Anchal Vaish	DoubleClick Search Specialist	Google	Apr 2017 Ài Present			
					<p>Managed all tactical aspects of running Search, Display and Video marketing campaigns on AdWords.</p> <p>Was first point of contact for account development and strategic discussion with the clients. Engaged with key clients directly for account optimisations &amp; identifying opportunities.</p> <p>Lead efficiency projects to enable the clients to hit their ROI &amp; budget targets quarter over quarter.</p> <p>Coached a team of 10 Googlers to ensure 100% quality for Auto &amp; Branded Apparel clients.</p> <p>Won 5 peer bonuses from the US Sales team for playing a key role in meeting objectives &amp; generating incremental revenue for the top tier clients.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Anchal Vaish	Campaign Manager, Large Customer Ser	Google	Jan 2015 Ài Feb 2017	Hyderabad		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Worked with the US Elections Democrats team during the Senate Election cycle in 2014 and handled a book of business of ~100 clients of \$XX Million revenue base.</p> <p>Worked with top tier clients to optimize their online campaigns.</p> <p>Generated \$XX Million incremental revenue through analysis &amp; optimization of 12 US Healthcare Exchange accounts.</p> <p>Won a Spot Bonus for driving revenue growth from the US Healthcare Exchange Accounts.</p> <p>Won a Peer Bonus for lending support to another team in meeting their revenue targets.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Anchal Vaish	Campaign Manager, Large Customer Ser	Google	Apr 2014 Ài Jan 2015	Hyderabad		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Worked as a quality specialist with the core Ads Review team &amp; ensured 100% quality for the team members by analyzing their quality.</p> <p>Spearheaded the project to put a quality process in place for review of samples from sources other than the core ads review team.</p> <p>Launched a process to streamline the system of reporting erroneous ad reviews detected through internal or external complaints. This enabled the Quality team to detect around 100 errors per week, which previously went unnoticed due to absence of any such channel.</p> <p>Workflow Lead - Took up the role of the workflow lead for the Quality Team &amp; developed an effective work-plan and ensured timely delivery of feedback to the respective stakeholders. I also initiated daily reporting practice to maintain transparency and kept a close track on team's performance.</p> <p>Won 3 peer bonuses for efficiently handling the Quality Team's workflow as the lead &amp; for helping team-members with additional support in time-sensitive reviews.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Anchal Vaish	Quality Specialist, AdWords	Google	Jul 2012 Ài Mar 2014	Gurgaon,		<a href="https://www.linkedin.co">https://www.linkedin.co</a>

					Joined Google AdWords core review team as an Ads Policy Specialist.	
					Specialized in foreign language policies in addition to English language.	
					Mentored a team of new Googlers to improve their performance while keeping the quality benchmark in place through training and mentoring sessions.	
					Worked on a project with the Android team and helped redesign the internal website for Android Brand Approvals guidelines.	
					Won 3 peer bonuses for mentoring new members in the team & educating a client on Google ad policies.	
					Won 2 peer bonuses from the Android team for contributing to marketing team's goals.	
Anchal Vaish	AdWords Review Team	Google	Aug 2010 - Jun 2012	Gurgaon, India		<a href="https://www.linkedin.com/in/anchalvaish/">https://www.linkedin.com/in/anchalvaish/</a>
Anton Vulja	Consultant	Media, Ads, Digital	Jul 2015 - Present			<a href="https://www.linkedin.com/in/antonvulja/">https://www.linkedin.com/in/antonvulja/</a>
Anton Vulja	Chief Revenue Officer	Media Group of America	Jul 2014 - Jul 2015	Washington, DC		<a href="https://www.linkedin.com/in/antonvulja/">https://www.linkedin.com/in/antonvulja/</a>
Anton Vulja	Elections and Issue Advocacy	Google	Sep 2011 - Jul 2014	Washington, DC		<a href="https://www.linkedin.com/in/antonvulja/">https://www.linkedin.com/in/antonvulja/</a>
Anton Vulja	External Affairs	America's Natural Resources	Dec 2010 - Sep 2011	Washington, DC		<a href="https://www.linkedin.com/in/antonvulja/">https://www.linkedin.com/in/antonvulja/</a>
Anton Vulja	GOTV/EDO Consultant	Sam Caligiuri for Congress	Oct 2010 - Nov 2010	Waterbury, CT		<a href="https://www.linkedin.com/in/antonvulja/">https://www.linkedin.com/in/antonvulja/</a>
Anton Vulja	Grassroots Consultant	American Coalition for Access to Abortion	Sep 2010 - Oct 2010			<a href="https://www.linkedin.com/in/antonvulja/">https://www.linkedin.com/in/antonvulja/</a>
Anton Vulja	Political Director	Mike Castle for US House	Jul 2010 - Sep 2010	Wilmington, DE		<a href="https://www.linkedin.com/in/antonvulja/">https://www.linkedin.com/in/antonvulja/</a>
Anton Vulja	Second District Field Director	Rob Simmons for US House	Dec 2009 - Jun 2010	Mystic, CT		<a href="https://www.linkedin.com/in/antonvulja/">https://www.linkedin.com/in/antonvulja/</a>
Anton Vulja	Strategy Division	Republican National Committee	May 2008 - Aug 2008	Washington, DC		<a href="https://www.linkedin.com/in/antonvulja/">https://www.linkedin.com/in/antonvulja/</a>
Ashley Wiers	Public Health Communications, Google for Health	Google	Dec 2016 - Present	Greater New York City Area		<a href="https://www.linkedin.com/in/ashleywiers/">https://www.linkedin.com/in/ashleywiers/</a>
Ashley Wiers	Account Executive, US Elections	Google	Feb 2015 - Dec 2016	Washington, DC		<a href="https://www.linkedin.com/in/ashleywiers/">https://www.linkedin.com/in/ashleywiers/</a>
Ashley Wiers	Account Manager	Google	May 2013 - Jan 2015	Greater New York City Area		<a href="https://www.linkedin.com/in/ashleywiers/">https://www.linkedin.com/in/ashleywiers/</a>
Ashley Wiers	Associate Account Manager	Google	Jan 2012 - Apr 2013	Greater New York City Area		<a href="https://www.linkedin.com/in/ashleywiers/">https://www.linkedin.com/in/ashleywiers/</a>
Ashley Wiers	Account Coordinator	Google	Aug 2011 - Dec 2011	Greater New York City Area		<a href="https://www.linkedin.com/in/ashleywiers/">https://www.linkedin.com/in/ashleywiers/</a>
Ashley Wiers	Major Gifts Manager	EMILY's List	Mar 2011 - Aug 2011			<a href="https://www.linkedin.com/in/ashleywiers/">https://www.linkedin.com/in/ashleywiers/</a>
Ashley Wiers	Major Gifts Coordinator	EMILY's List	Nov 2010 - Feb 2011			<a href="https://www.linkedin.com/in/ashleywiers/">https://www.linkedin.com/in/ashleywiers/</a>
Ashley Wiers	Major Gifts Assistant	EMILY's List	Dec 2009 - Nov 2010			<a href="https://www.linkedin.com/in/ashleywiers/">https://www.linkedin.com/in/ashleywiers/</a>
Ashley Wiers	Social Media Strategist, Office of University Communications	University of Michigan	May 2009 - Feb 2010			<a href="https://www.linkedin.com/in/ashleywiers/">https://www.linkedin.com/in/ashleywiers/</a>
Ashley Wiers	Major Gifts Intern	EMILY's List	Sep 2009 - Dec 2009			<a href="https://www.linkedin.com/in/ashleywiers/">https://www.linkedin.com/in/ashleywiers/</a>
Ashley Wiers	Research Assistant, Department of Political Science	University of Michigan	Sep 2008 - Nov 2008			<a href="https://www.linkedin.com/in/ashleywiers/">https://www.linkedin.com/in/ashleywiers/</a>
Ashley Wiers	Intern, Campus Progress	Center for American Progress	Jun 2008 - Aug 2008			<a href="https://www.linkedin.com/in/ashleywiers/">https://www.linkedin.com/in/ashleywiers/</a>
Asilhan Ulutas	Head of Marketing, Turkey	Facebook	May 2016 - Present	London, UK		<a href="https://www.linkedin.com/in/asilhanulutas/">https://www.linkedin.com/in/asilhanulutas/</a>
Asilhan Ulutas	Chief Marketing Officer	Aslanoba Capital	May 2014 - Apr 2016	Istanbul, Turkey	Aslanoba Capital, the largest VC in Turkey, is an early stage investor in tech startups. In addition to my role as Aslanoba Group CMO, I worked with Aslanoba Capital portfolio companies on their product and marketing strategies.	<a href="https://www.linkedin.com/in/asilhanulutas/">https://www.linkedin.com/in/asilhanulutas/</a>
Asilhan Ulutas	Head of Consumer Marketing	Google	Jun 2012 - May 2014	Istanbul, Turkey	Responsible for marketing wide range of Google's consumer products in Turkey including Search, Google+, YouTube, Android, Play, Chrome and devices. Launched YouTube Partnership Programme, which allows creators to monetize content on YouTube through a variety of ways including advertisements, paid subscriptions, and merchandise. Leading high impact initiatives to drive product usage within partner marketing strategy. Working closely with Policy team to launch Local Election programme and potential Google products in Turkey.	<a href="https://www.linkedin.com/in/asilhanulutas/">https://www.linkedin.com/in/asilhanulutas/</a>
Asilhan Ulutas	Product Marketing Manager, B2B	Google	Jan 2011 - Jun 2012	Istanbul, Turkey	Responsible for building Google's business marketing presence in Turkey, establishing all direct and indirect marketing channels to acquire advertisers. Managing the country advertisers acquisition budget to execute ROI efficient recruitment programs.	<a href="https://www.linkedin.com/in/asilhanulutas/">https://www.linkedin.com/in/asilhanulutas/</a>
Asilhan Ulutas	Product Marketing Manager, B2B	Google	Aug 2010 - Jan 2011	Ann Arbor, Michigan	Launched and scaled the initiative, Google Engage for Agencies programme in North America, Google's platform for advertising agencies, digital marketing professionals, and other online consultants. Established reactive operations, online help, proactive services and a new cross-channel for Agencies for a client segment worth more than \$1B in annual revenue. Organized capacity planning exercises and associated data analysis, tactfully managed diverse cross-functional stakeholders.	<a href="https://www.linkedin.com/in/asilhanulutas/">https://www.linkedin.com/in/asilhanulutas/</a>
Asilhan Ulutas	Online Advertising Consultant	Google	Oct 2008 - Jul 2010	Dublin, Ireland	Responsible for providing strategic and consultative online advertising advice to the Turkish small/medium businesses and agency partners. Executed the delivery of optimal, analytical, data-driven and right advertising solutions across Search, Display, Video, Social and Mobile. Launched AdWords Online Classroom with full coverage of all 14 webinars for Turkish market.	<a href="https://www.linkedin.com/in/asilhanulutas/">https://www.linkedin.com/in/asilhanulutas/</a>
Asilhan Ulutas	Trade Marketing Executive	Eczacıbasi	Oct 2006 - Aug 2008	Istanbul, Turkey	Responsible for growing profitable sales across Nivea Beiersdorf Cosmetics category in national chain retailers. Worked with Sales teams to develop and execute sales plans as they relate to company volume goals, strategies, focus categories and budgetary restraints to achieve established sales and profit goals. Also responsible for the trade activation of Nivea, including SKU management; development, negotiation and implementation of banded packs, big promotions, folder plans, price reduction and increase plans, sales contests and merchandising.	<a href="https://www.linkedin.com/in/asilhanulutas/">https://www.linkedin.com/in/asilhanulutas/</a>
Asilhan Ulutas	Sales & Marketing Analyst	Avon Cosmetics	Mar 2005 - Oct 2006	Istanbul, Turkey	Responsible for all sales & marketing trending functions, which include maintaining, analyzing, and issuing trend information/reports. Also responsible for all Cosmetic categories to trend and reconcile. Rotating campaigns to coordinate overall trending activities for the assigned campaigns.	<a href="https://www.linkedin.com/in/asilhanulutas/">https://www.linkedin.com/in/asilhanulutas/</a>
Avika Dua	Associate Product Marketing Manager	Google	Aug 2017 - Present	Mountain View, CA	- Built comprehensive list of 700+ partners and drafted long-tail outreach strategy to encourage broad use of Google's Get Out The Vote tools. - Created content for Google Politics and Elections blog and social media outlets reflecting the fast-moving n	<a href="https://www.linkedin.com/in/avikadua/">https://www.linkedin.com/in/avikadua/</a>
Avika Dua	Research Assistant to Professor David Gergen	Harvard Kennedy School	Jan 2017 - May 2017	Cambridge, MA	- Produced news briefings and memos for CNN senior analyst, Director of the Center for Public Leadership, and HKS Professor David Gergen in preparation for meetings, speeches, and television broadcasts. - Researched and wrote about topics including presidential	<a href="https://www.linkedin.com/in/avikadua/">https://www.linkedin.com/in/avikadua/</a>
Avika Dua	Writing Center Tutor	Harvard University	Aug 2014 - May 2017	Cambridge, MA	- Worked in one-on-one conferences with Harvard undergraduates and advise on structure, argument, clarity, and overall strength of papers across all academic disciplines involving writing, including but not limited to English, Government, Economics, Eth	<a href="https://www.linkedin.com/in/avikadua/">https://www.linkedin.com/in/avikadua/</a>
Avika Dua	Communications Intern	The World Bank	Jan 2017 - Jan 2017	Washington, DC	The World Bank Group's Systems Approach for Better Education Results (SABER) initiative develops and applies tools around the world that enable policy makers, researchers, and other stakeholders in education to understand the strengths and weaknesses of education systems for the purpose of improved learning. - Drafted 2 SABER in Action reports on early childhood development (ECD) initiatives in Tunisia and school feeding (SF) initiatives in Haiti, published on the World Bank's external SABER website and shared with domain/country leads. - Improved quality of existing SABER in Action pieces by reformatting and redesigning 12 reports. - Assisted in design of new Education Innovation and Technology series by developing a template and curating content for 10 reports.	<a href="https://www.linkedin.com/in/avikadua/">https://www.linkedin.com/in/avikadua/</a>
Avika Dua	Associate Product Marketing Manager Intern	Google	Jun 2016 - Aug 2016	San Francisco, CA	- Built comprehensive list of 700+ partners and drafted long-tail outreach strategy to encourage broad use of Google's Get Out The Vote tools. - Created content for Google Politics and Elections blog and social media outlets reflecting the fast-moving n	<a href="https://www.linkedin.com/in/avikadua/">https://www.linkedin.com/in/avikadua/</a>

Avika Dua	Product Communications Intern	Square, Inc.	Jun 2015 - Aug 2015	San Francisco, CA	<ul style="list-style-type: none"> <li>- Worked cross-functionally with product, engineering, sales, and legal teams to find and tell real-world stories to effectively show multiple audiences, from media to consumers, how Square's products are making a difference for small businesses.</li> <li>- Devised and executed a comprehensive audit of main company website for outdated consumer information and rewrote content.</li> </ul>	<a href="https://www.linkedin.com/in/avika-dua">https://www.linkedin.com/in/avika-dua</a>
Avika Dua	Product Marketing and Public Relations Intern	Exxel Outdoors	Jan 2015 - Jan 2015	City of Industry, CA	<ul style="list-style-type: none"> <li>- Evaluated various website tools and recommended the best one for the company.</li> </ul>	<a href="https://www.linkedin.com/in/avika-dua">https://www.linkedin.com/in/avika-dua</a>
Avika Dua	Project Development Intern	US Small Business Administration	Jul 2014 - Aug 2014	Washington, DC	<ul style="list-style-type: none"> <li>- Conceptualized, spearheaded, and drafted White House Office of Faith-Based and Neighborhood Partnership's 2014 "Year of Action" Legacy Report, an interagency collaboration highlighting key policy and program initiatives undertaken by the Obama Administration.</li> </ul>	<a href="https://www.linkedin.com/in/avika-dua">https://www.linkedin.com/in/avika-dua</a>
Avika Dua	International Trade Research and Analysis Intern	Sorini, Samet & Associates	Jun 2014 - Aug 2014	Washington, DC	<ul style="list-style-type: none"> <li>- Consulting and Government Affairs Practice: International Trade, Labor &amp; Corporate Social Responsibility, Intellectual Property, and Coalitions &amp; Crisis Management.</li> <li>- Researched and crafted memoranda on current U.S. trade negotiations, parsed recent media coverage to draft updates on specific U.S. international trade issues, and conducted quantitative research on important trade trends from key countries of interest.</li> <li>- Attended Congressional hearings on trade, finance and foreign relations to compose detailed summaries for clients, as well as meetings on legislation with Congressional staff on behalf of clients.</li> <li>- Identified and researched international-donor led initiatives and non-governmental organizations in the apparel industry affecting labor rights and corporate social responsibility in several Asian countries for client use.</li> </ul>	<a href="https://www.linkedin.com/in/avika-dua">https://www.linkedin.com/in/avika-dua</a>
Avika Dua	Development Intern, Newsletter Editor-in-Chief	Givology	Jul 2012 - Sep 2013	Walnut, CA	<ul style="list-style-type: none"> <li>- Forecasted merchandise sales, posted international partner organizations, and student and project updates to website, co-implemented "Givinspiration" Instagram contest, and blogged on the importance of grassroots educational movements.</li> <li>- Launched redesign of Givology website.</li> <li>- One of 220 selected from 6,000 applicants nationwide for business leadership and service program.</li> <li>- Served as Bank of America ambassador in Washington D.C., meeting with Congressman Xavier Becerra to discuss comprehensive immigration reform and attend the "Givology" event.</li> </ul>	<a href="https://www.linkedin.com/in/avika-dua">https://www.linkedin.com/in/avika-dua</a>
Avika Dua	Student Leader Intern	Bank of America	May 2013 - Aug 2013	Pomona, CA	<ul style="list-style-type: none"> <li>- Led Board in organizing benefit concert that raised a total of \$8,000 to finance the provision of clean water to 300+ residents of a village in rural Uganda.</li> <li>- Served on Board that planned benefit concert that raised a total of \$6,500 to promote an end to child labor.</li> </ul>	<a href="https://www.linkedin.com/in/avika-dua">https://www.linkedin.com/in/avika-dua</a>
Avika Dua	Chief Executive Officer	For All Mankind Solutions	Dec 2011 - Dec 2012	Walnut, CA	<ul style="list-style-type: none"> <li>- Led Board in organizing benefit concert that raised a total of \$8,000 to finance the provision of clean water to 300+ residents of a village in rural Uganda.</li> <li>- Served on Board that planned benefit concert that raised a total of \$6,500 to promote an end to child labor.</li> </ul>	<a href="https://www.linkedin.com/in/avika-dua">https://www.linkedin.com/in/avika-dua</a>
Avika Dua	Research Intern, Department of Political Science	UCLA	Jun 2012 - Nov 2012	Los Angeles, CA	<ul style="list-style-type: none"> <li>- Founded Southern California Students for Obama, an activist group for students throughout 8 cities across Southern California.</li> <li>- Conducted online webinars to teach data collection, entry, and analysis to campaign volunteers.</li> <li>- Initiated weekly phone bank for Obama campaign.</li> </ul>	<a href="https://www.linkedin.com/in/avika-dua">https://www.linkedin.com/in/avika-dua</a>
Avika Dua	Fellow	Obama for America	Sep 2011 - Jan 2012	Los Angeles, CA	<ul style="list-style-type: none"> <li>- Watch the best video on the web with Blayze.</li> </ul>	<a href="https://www.linkedin.com/in/avika-dua">https://www.linkedin.com/in/avika-dua</a>
Ben Smith	CEO and Founder	Blayze Inc. (Acquired by Fullscreen)	May 2012 - Feb 2014	Los Angeles, CA	<ul style="list-style-type: none"> <li>- Blayze currently works with hundreds of top tier media companies and YouTube channels to build audience on YouTube and across the Web.</li> <li>- Blayze is a venture backed MuckerLab company (2012-2013).</li> </ul>	<a href="https://www.linkedin.com/in/ben-smith">https://www.linkedin.com/in/ben-smith</a>
Ben Smith	Business Strategy	Fullscreen	Apr 2011 - Jun 2011	Los Angeles, CA	<ul style="list-style-type: none"> <li>- Business Strategy at Fullscreen.</li> <li>- Fullscreen is a digital media company powered by the creativity and distribution of people. We create and distribute original content and brand activations with online influencers.</li> <li>- Read more about Fullscreen here: <a href="http://bit.ly/IVHQzv">http://bit.ly/IVHQzv</a></li> </ul>	<a href="https://www.linkedin.com/in/ben-smith">https://www.linkedin.com/in/ben-smith</a>
Ben Smith	Business Development/Strategic Partner	YouTube.com	Sep 2003 - Oct 2009	Los Angeles, CA	<ul style="list-style-type: none"> <li>- Created and developed top strategic partnerships including NBC Universal, Disney, Fox, and other major film and television studios</li> <li>- Directed high priority new monetization development projects</li> <li>- Developed innovative new strategic deal models, including creating the first in-video product placement deal model as well as early Google Branded Entertainment deals</li> <li>- Negotiated first of its kind social media partnership with the US Government and White House</li> <li>- Co-created and lead early development of the "YouChoose" presidential content platform</li> <li>- Lead and managed strategic direction and sponsor initiatives for sports, news, and politics verticals</li> <li>- Co-lead the creation of the first YouTube "upfront" event (New York City, 2008)</li> <li>- Contract negotiation and strategic deal structuring and execution with major media, technology, mobile, gaming and production companies; deal pipeline creation, prioritization, and management; regional scaling and internationalization of products and content strategy; cross functional team formation and management; branded entertainment, strategy development; content vetting and valuation through financial analysis</li> </ul>	<a href="https://www.linkedin.com/in/ben-smith">https://www.linkedin.com/in/ben-smith</a>
Ben Smith	Business Development/Content Partnerships	Google Video (Gmail)	2006 - 2007	Los Angeles, CA	<ul style="list-style-type: none"> <li>- Executed groundbreaking deal agreements with media companies</li> <li>- Negotiated and developed first ever online talent deals with Hollywood talent agencies</li> <li>- Signed hundreds of content partnerships</li> <li>- Created and facilitated the scaling of content partnerships initiatives across content long tail</li> </ul>	<a href="https://www.linkedin.com/in/ben-smith">https://www.linkedin.com/in/ben-smith</a>
Ben Smith	Online Sales and Operations	Google Inc.	2003 - 2006	Los Angeles, CA	<ul style="list-style-type: none"> <li>- Executed groundbreaking deal agreements with media companies</li> <li>- Negotiated and developed first ever online talent deals with Hollywood talent agencies</li> <li>- Signed hundreds of content partnerships</li> <li>- Created and facilitated the scaling of content partnerships initiatives across content long tail</li> </ul>	<a href="https://www.linkedin.com/in/ben-smith">https://www.linkedin.com/in/ben-smith</a>
Brittany Griffin	Senior Account Manager	Google	Jul 2014 - Present	Washington, DC	<ul style="list-style-type: none"> <li>- Pitching, executing, and reporting on digital media buys supporting Democratic candidates and progressive causes. Maintaining client relationships and finding creative Google solutions to support a fast-growing, innovative industry.</li> </ul>	<a href="https://www.linkedin.com/in/brittany-griffin">https://www.linkedin.com/in/brittany-griffin</a>
Brittany Griffin	Account Strategist	Google	Aug 2012 - Jul 2014	Ann Arbor, MI	<ul style="list-style-type: none"> <li>- Assisting small and medium-sized businesses with AdWords accounts, providing optimization strategies, coordinating with specialists as appropriate to ensure highest quality client satisfaction. Recognized for superb execution and thought leadership with promotion after 18 months in role.</li> </ul>	<a href="https://www.linkedin.com/in/brittany-griffin">https://www.linkedin.com/in/brittany-griffin</a>
Brittany Griffin	Policy Intern	Michigan Senate	Mar 2012 - May 2012	Lansing, MI	<ul style="list-style-type: none"> <li>- Researching policy issues on a local, state, and federal level, analyzing legislative proposals, and assisting in the formulation of a strategy designed to promote or counter policies in the interest of furthering a Democratic agenda.</li> </ul>	<a href="https://www.linkedin.com/in/brittany-griffin">https://www.linkedin.com/in/brittany-griffin</a>
Brittany Griffin	Issue Analyst	BANANA Global	Sep 2011 - Dec 2011	East Lansing, MI	<ul style="list-style-type: none"> <li>- Researching current affairs pertaining to Africa, global health, and development and composing a frequent blog post explaining and taking a stance on the issue in question.</li> </ul>	<a href="https://www.linkedin.com/in/brittany-griffin">https://www.linkedin.com/in/brittany-griffin</a>
Brittany Griffin	Academic Assistant	Michigan State University	Aug 2010 - Dec 2011	East Lansing, MI	<ul style="list-style-type: none"> <li>- Tutored students in groups ranging from two to seven students in Math 1825 (Intermediate Algebra) and Math 103 (College Algebra) resulting in increased understanding and comprehension of subject matter.</li> </ul>	<a href="https://www.linkedin.com/in/brittany-griffin">https://www.linkedin.com/in/brittany-griffin</a>



Brittany Griffin	Youth Department Logistics and Research	Equal Education	Jun 2011 - Aug 2011	Khayelitsha	Assisted in planning events as well as compiled research on Khayelitsha, resulting in increased organizational capacity to serve Khayelitsha's youth and champion the cause of equal and quality education in South Africa.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Brittany Griffin	Server	Cascades Ice Cream	Aug 2005 - Aug 2011		Took and prepared customers' orders in a friendly, polite, and professional manner as well as maintained a clean workspace, resulting in repeated customer return and more efficient customer service.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Brittany Griffin	Intern	Obama for America	Jul 2008 - Nov 2008		Conducted voter registration drives, managed office activities, engaged voters in constructive conversations on issues, and data entry.	<a href="https://www">https://www</a> 1
Carley Graham Garcia	Head of External Affairs, NYC	Google	Feb 2017 - Present	Greater New York	Advocate Google's public policy positions across New York/New Jersey region, advancing the goals and values of the company.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Carley Graham Garcia	Head of Global Industry Relations & Strategic Partnerships	Google	Nov 2012 - Jan 2017	Greater New York	Lead team responsible for managing global relationships with key industry associations, third party groups and strategic partners. Drive global public policy campaigns and business narratives on issues like privacy, security, copyright, data innovation, child safety online and economic impact.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Carley Graham Garcia	Senior Manager, Americas Industry Relations	Google	Sep 2009 - Nov 2012	Greater New York	Manage relationships with key Americas industry associations, enhancing relationships with and driving revenue opportunities for Google's media properties.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Carley Graham Garcia	Senior Sales Representative / Elections and Government	Google	May 2007 - Sep 2009	Greater New York	Generate revenue from Google AdSense advertising platforms that help political candidates and issue advocacy organizations influence target audiences and measure results.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Carley Graham Garcia	Director, Advertising Sales	Atlantic Media Company	Oct 2002 - May 2007		Generate print and digital advertising, event sponsorship and broadcast revenue across Atlantic Media Company properties including National Journal, Government Executive, CongressDaily, TechnologyDaily, ConventionDaily, ConventionNightly, The Hotline and Washington Week in Review with Gwen Ifill.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Catherine Walker-Jacks	Incoming Federal Strategy & Operations	Deloitte	Nov 2017 - Present	Washington, DC		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Catherine Walker-Jacks	Intern	SPYSCAPE	Jan 2018 - Mar 2018	Greater New York		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Catherine Walker-Jacks	Business Development Intern	Quorum Analytics	Jun 2017 - Aug 2017	Washington, DC		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Catherine Walker-Jacks	Political Advertising Fellow, U.S. Elections	Google	Jun 2016 - Nov 2016	Washington, DC		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Catherine Walker-Jacks	Intern, Congressman Jim Cooper	U.S. House of Representatives	May 2015 - Jun 2015	Washington, DC		<a href="https://www">https://www</a> 1
Catherine Walker-Jacks	Intern	The Nantucket Project	Jun 2014 - Sep 2014	Nantucket, MA		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Charles Scorse	Director, Google Technical Services & Analytics	Google	Nov 2016 - Present	Ann Arbor, MI	Leader of the Global Customer Experience team in Ann Arbor, a leading site of the strategic and operational priorities for the North America customer support services. Responsibilities for both the Google and vendor operation delivering global support to high value and long-tail customers for both AdWords and other Google products.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Charles Scorse	Industry Director, Large Customer Sales	Google	Jul 2014 - Nov 2016	Ann Arbor, MI	I lead the Government & Advocacy advertising sales vertical in the U.S. (5 teams across four offices in DC, NY, Ann Arbor, and Hyderabad). My team supports the digital marketing efforts of hundreds of Google's largest customers in the Government, Elections, Non-Profit, Advocacy and Religion verticals.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Charles Scorse	Head of Industry, Large Customer Sales	Google	Jan 2012 - Jun 2014	Ann Arbor, MI	Headed Google's digital marketing teams focused in four separate industries: coupons & deals, elections & issue advocacy, legal services and non-profits & religion. Oversaw an organization of more than 20 marketing and sales professionals across two offices (Ann Arbor and Washington DC), managing customer relationships with hundreds of the leading companies and non-profit organizations in the United States.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Charles Scorse	Vertical Lead, Online Sales	Google	Jan 2009 - Dec 2011	Ann Arbor, MI	As Industry Lead for Education & Government, I oversaw Google's Online Sales operations for all Education, Government, Politics, Religion and Non-Profit customers, leading a team of more than 30 and three managers. Previously within Online Sales I also managed customers in the Local & Classifieds vertical, and led the initiative to spin off Education & Government from within Local and apply deeper focus. In 2010, I led the Google Elections & Issues Advocacy team as we helped to transform the way political campaigns reach their audience through media.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Charles Scorse	Manager, Global Ad Operations	Google	Jun 2008 - Dec 2008	Ann Arbor, MI	Helped to launch a new sales and services channel at Google, managing a team of more than 15 individuals. Designed and launched a scalable outreach plan to deliver optimization solutions to 1000s of customers with a globally coordinated team.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Charles Scorse	MBA Intern	Google	May 2007 - Aug 2007	San Francisco, CA	Evaluated customer satisfaction for AdWords and developed a strategic recommendation for improvement, helping to implement 2 of 4 key recommendations.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Charles Scorse	Director	Mustique Education	Jan 2004 - Oct 2005	Saint Vincent and the Grenadines	Launched and managed an independent international education development non-profit focused on reducing adult illiteracy in St. Vincent and the Grenadines through the use of computer technology. Hired and managed a small team of employees and large base of community volunteers. Facilitated a successful transition to a local manager - the program still operates today.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Charles Scorse	Volunteer	United States Peace Corps	Jul 2001 - Oct 2003	Saint Vincent and the Grenadines	Helped develop a comprehensive curriculum to prepare students in St. Vincent to successfully take and pass the Caribbean Examination Council's standardized examination on Information Technology.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Chris Talbot	President	Talbot Digital	2010 - Present			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Chris Talbot	Account Executive, Elections & Issue Advocacy	Google	2007 - 2010			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Chris Talbot	Director of Marketing	Amie Street	2006 - 2007			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Chris Talbot	Social Choice Fund Coordinator	Brown University	May 2006 - Sep 2006			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Chris Talbot	Field Organizer	Grassroots Campaign	2004 - 2004			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Christina Macholan	Senior Digital Analyst, Station Analytics	NPR	Mar 2018 - Present	Washington, DC		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Christina Macholan	Senior Applied Data Scientist	Civis Analytics	Aug 2017 - Feb 2018	Washington, DC		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Christina Macholan	Digital Analytics Consultant (Freelance)	Google	Nov 2015 - Aug 2017			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Christina Macholan	Google Analytics Education Program Manager	Google	May 2013 - Jul 2015	Chicago, IL	Developed new innovative education materials for Google Analytics, including Analytics Academy, Google's education platform for massive open online courses on Google Analytics.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Christina Macholan	Google Analytics Premium Training Specialist	Google	Apr 2011 - Apr 2013	Chicago, IL	Designed, developed and implemented new client training programs for Google Analytics Premium.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Christina Macholan	Analytical Lead, Google Elections and Issues	Google	Aug 2012 - Nov 2012	Chicago, IL	Provided data-driven campaign insights and performance optimization strategy for large-scale election campaigns.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Christina Macholan	Online Marketing Strategist	Google	Jul 2009 - Mar 2011	Ann Arbor, MI	Assessed prospective client business needs to develop, pitch, implement and manage a customized AdWords and YouTube launch strategy.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Christina Macholan	Account Associate	Google	Aug 2008 - Jun 2009	Ann Arbor, MI	Managed technical and strategic support requests for Google AdWords and Google Analytics.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Christina Macholan	Fulbright English Teaching Assistant	Strednif Zdravotnicki	Sep 2007 - Jul 2008	Ceske Budejovice	Taught English as a second language to secondary school students at Strednif Zdravotnicki in Ceske Budejovice.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Claire Fouquier-Gazaqnes	2017 French Elections Strategist (Temporary)	Google	Dec 2016 - Jul 2017	Paris Area	The Google Elections Project for French presidential and legislative elections aims at: <ul style="list-style-type: none"> <li>• Providing voters and candidates with the best tools to take part in the elections with Google Search and Google Trends data</li> <li>• Encouraging candidates to interact directly with French voters, especially millennials, through Youtube and broadcast there the main campaign events</li> <li>• Following the digital programs of the candidates for the presidential and legislative elections</li> </ul>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>

					<p>Open Data:</p> <ul style="list-style-type: none"> <li>As BizDev of www.data.gouv.fr, France's national open data portal, leading to the reuse of its source code by two European countries and one African country.</li> <li>As Negotiating: 1/ with departments and ministerial advisors for the release in open data of key datasets (election at the polling station level, international aid, maps, health, spending...) asked by the startup ecosystem, 2/ with international peers for the International Open Data Charter</li> <li>As Partnering with the Health Department leading to the release of two key databases on health spending and drug use and an hackathon #HackDDS (1.5 bn CSV lines available, +80 participants)</li> <li>As Revamping the open data competition Dataconnexions and organizing its 5th edition (+3000 votes for 64 projects presented by administrations, startups, and civil society)</li> <li>As Designing and launching an open data training with nine French-speaking countries #Hackfrancophonie and their civil society, sponsored by the World Bank and the OGP</li> <li>As Promoting France's open data and datascience policy as a Keynote speaker at 2015 UE eGov conf., 2014 UN eGov forum and as a panelist at 2015 Open Source Summit, 2015 OGP Summit</li> </ul> <p>Open Source:</p> <ul style="list-style-type: none"> <li>As BizDev of the micro-simulator www.openfisca.fr</li> <li>As Partnering with the Finance Department leading to opening of the source code of France's tax software (a first in the world!) <a href="https://forum.openfisca.fr/">https://forum.openfisca.fr/</a></li> </ul> <p>Open Government:</p> <ul style="list-style-type: none"> <li>As Monitoring of France's involvement in the Open Government Partnership as a government Chair and Steering Committee member. Led the SteerCo and Presidency campaign that resulted in the election of France by 69 members countries.</li> <li>As Negotiating with agencies and civil society to design France's Open Government Action Plan and co-creating a version of the Plan available on GitHub, FramGit and Seconded to the US Chief Technology Officer (Megan Smith) team at the White House Office of Sciences and Technology Policy (OSTP) to:</li> <li>As Identify best digital and open government practices to replicate them in France, in coordination with the United States Digital Service (USDS), 18F, and the Presidential Innovation Fellows (PIF)</li> <li>As Prototype a FR-US technical cooperation program on data infrastructures and open source policy</li> </ul>	
Claire Foulquier-Gazagnes	Head of Partnerships & Policy	Etalab - French P	Jun 2014 - Dec 2016	Paris Area	<p>Joint consulting mission with the General Inspectorate of Finance.</p> <ul style="list-style-type: none"> <li>As Audited the French disability policy (€16 billion) and co-wrote a report recommending to Budget &amp; Health Departments a new financing model for the socio-medical sector</li> <li>As Was in charge of the international benchmark (USA, Japan, Belgium) and the regional evaluations</li> </ul>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Claire Foulquier-Gazagnes	Visiting Collaborator	White House Offi	Jul 2016 - Sep 2016	Washington	<p>As Helped shape the planning strategy of 9 US consumer brands (Absolut, Bird Eye's, Nicorette...) and, pro bono, of 2 foundations (TED and YMCA New York), and on 5 agency pitches.</p> <p>As Found insight based on market analysis and quantitative research / data mining (Simmons OneView, Mintel, Forrester Research...) and delivered them in client-facing Keynote presentations.</p> <p>As Analysed the future of youth digital activism in 5 countries for an agency white paper</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Claire Foulquier-Gazagnes	Campaigner in the Policy and Operations	Municipal Elector	Nov 2013 - Apr 2014	Paris Area	<p>As Expanded the consulting services: delivered business plan, frameworks, and client presentations</p> <p>As Prospected for sales leads: enriched the client databases, wrote sales emails</p> <p>As Developed the startup's partnerships with cultural institutions, art galleries, and event planners</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Claire Foulquier-Gazagnes	Junior Consultant on health policy evaluation	IGAS - Ai General	Apr 2012 - Aug 2012	Riégion de	<p>As Contributed to the organization of the 2010 Boston Art Festival and Waterfront concerts</p> <p>As Drafted briefings and talking points on international affairs and sister cities for the Mayor</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Claire Foulquier-Gazagnes	Junior Account Planner [Gap Year]	TBWA\Chiat\Day	Sep 2011 - Mar 2012	Riégion de	<p>As Wrote web articles on trends and cultural events helping the website to more than double its CTR</p> <p>As Was chosen to cover the Paris Fashion Week</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Claire Foulquier-Gazagnes	Business Developer in a startup [Internship]	The Art Marketing	Jun 2010 - Aug 2010	Riégion de	<p>Manage Google's outreach to the executive branch on a variety of internet policy issues.</p> <p>Sculpted Google's advertising business in the DC market, for campaigns, committees, digital agencies, and outside groups.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Claire Foulquier-Gazagnes	Assistant to Boston's Director of Marketing	City of Boston	Jan 2010 - Jun 2010	Riégion de	<p>Drove advertiser engagement through social channels (AdWords Community, Twitter, Google+, YouTube) and unified AdWords' social content strategy.</p> <p>Supported small and medium-sized advertisers using Google AdWords and other Google business products.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Claire Foulquier-Gazagnes	Web Journalist [Freelance]	www.toutelacultur	Apr 2009 - Aug 2009	Riégion de	<p>Drafted and analyzed messaging materials for corporate and political clients.</p> <p>Produced and edited all multimedia (video, audio, photography) content for yaledailynews.com - Ai the oldest and top ranked college daily in the country</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Coco Pannell	Public Policy and Government Relations	Google	Feb 2017 - Present	Washington	<p>Managed online presence for political campaigns by helping create campaign websites, craft emails and videos, build a social media following, and track fundraising efforts.</p> <p>Delivered communication solutions for clients by analyzing industry trends, following relevant media coverage, brainstorming campaign ideas, and creating pitch presentations.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Coco Pannell	Elections Program Manager	Google	Jan 2015 - Feb 2017	Washington	<p>Reported original stories on topics ranging from insurance to luxury travel for Forbes.com.</p> <p>Helped produce content for the Republican Senators' websites and helped develop messaging for the party's legislative agenda.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Coco Pannell	AdWords Community and Social Lead	Google	Jun 2013 - Jan 2015	Mountain V	<p>As a member of Google's German Elections team I worked with German political parties to develop digital marketing strategy in advance of the 2017 election. I worked directly with party leaders, campaign managers, digital directors, and creative agencies from the CDU, the SPD, The Greens, and the FDP to develop digital marketing strategies adopted from U.S. best practices.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Coco Pannell	Account Strategist	Google	Aug 2011 - Jun 2013		<p>During my time on Google's Middle Market team, I owned relationships with some of Google's fastest growing advertisers. I specifically developed a focus in VC-backed startups with \$25M+ in funding. I consulted directly with these companies to explode business growth utilizing Google's advertising products.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Coco Pannell	Messaging Analyst	Luntz Global	Aug 2010 - May 2011		<p>Throughout my time in Small Business Sales at Google, I consulted to thousands of small companies to help bolster their business growth utilizing Google's advertising products.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Coco Pannell	Multimedia Editor	Yale Daily News	Oct 2009 - Oct 2010			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Coco Pannell	Video and Content Development	Engage	Jun 2010 - Aug 2010			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Coco Pannell	Public Relations Intern	Freud Communica	May 2010 - Jun 2010			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Coco Pannell	Luxury Travel Beat Reporter	Forbes.com	Jun 2009 - Oct 2009			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Coco Pannell	Television and Radio Production	Senate Republica	May 2008 - Aug 2008			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Curt Black	2017 German Elections Liason		Jan 2017 - Mar 2017	Berlin und		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Curt Black	Middle-Market Account Strategist		Sep 2014 - Sep 2015			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Curt Black	SMB Account Strategist		Jul 2013 - Sep 2014			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Damian Pherigo	Product Support Manager	Google	Nov 2016 - Present	Mountain V		<a href="https://www.linkedin.co">https://www.linkedin.co</a>

					Perform end-to-end issue management for 1 billion + Google Maps Desktop, iOS and Android users and advocate for users to cross-functional partners. Responsibilities include:  ~Σ Reporting to Product mgmt and Engineering teams ~Σ Feedback issue taxonomy management ~Σ Multi channel issue monitoring and identification ~Σ Social insights ~Σ Issue troubleshooting, isolation and escalation ~Σ User education ~Σ User engagement and relationship management ~Σ Leading operations process improvements	
Damian Pherigo	Product Support Specialist	Google	Jun 2015 - Jun 2016	Mountain View, CA	Support Google Search Elections team in developing/automating issue identification and resolution processes for the 2016 US presidential elections.	<a href="https://www.linkedin.com/in/damianpherigo/">https://www.linkedin.com/in/damianpherigo/</a>
Damian Pherigo	Project Management Specialist	Boeing	Jul 2014 - Jun 2015	Seattle, WA	<p>~ Managed transfer of 10 team business unit (BU) from WA to CA by partnering with senior Leadership to define BU work statement, generate transition schedule, develop hiring/workforce reduction plans, guide knowledge transfer, training; and onboarding activities, capture and improve processes, and report status on progress.</p> <p>~ Supported any activities necessary for team to be successful, including: developing team budget with Finance, analyzing local lab capabilities for Engineering, identifying candidate pools with hiring managers, and generating improved customer experience plan, based on airline performance data, with Accounts Management team.</p> <p>~ Drove accountability, focus and direction into the Customer Support Leadership Team as we founded a "People Council" that is now empowering employees through involvement in the following areas: engagement, recognition, professional development, leadership development and workforce planning/retention.</p>	<a href="https://www.linkedin.com/in/damianpherigo/">https://www.linkedin.com/in/damianpherigo/</a>
Damian Pherigo	Enterprise Engineer - Engineering Career	Boeing	Jul 2012 - Aug 2014	Greater Seattle Area	Enterprise-wide leadership and technical skills rotational development program.  ~ System of system testing and global lab network integration ~ Advanced air traffic management research ~ 777 fleet technical customer support ~ Project management, technology development, business case preparation and intellectual property plan preparation for early technology project ~ KC46 Tanker airplane level systems engineering & integration ~ 737 Next Generation seats engineering ~ Composite structures stress analysis methods development	<a href="https://www.linkedin.com/in/damianpherigo/">https://www.linkedin.com/in/damianpherigo/</a>
Damian Pherigo	Residence Hall Advisor	University of South Florida	Aug 2009 - May 2012	Greater Los Angeles Area	~ Mentored and supervised floor of roughly 70 first year students ~ Communicated with residents, supervisors and building staff in order to maintain a safe cohesive environment ~ Built a culture that embraced the diverse backgrounds of each resident	<a href="https://www.linkedin.com/in/damianpherigo/">https://www.linkedin.com/in/damianpherigo/</a>
Damian Pherigo	747-8 Stress Analysis & Design Intern	Boeing Commercial Airplane	May 2011 - Aug 2011	Everett, WA	<p>~ Verified structural integrity of the 747-8 airframe in support of project certification</p> <p>~ Developed enterprise IP protection plan in conjunction with VP of engineering</p> <p>~ Volunteered to assist 747-8 team leaders with LEAN and 5s initiatives</p>	<a href="https://www.linkedin.com/in/damianpherigo/">https://www.linkedin.com/in/damianpherigo/</a>
Damian Pherigo	Nuclear Engineering Technician	Pearl Harbor Naval Shipyard	Jun 2010 - Jul 2010	Hawaiian Islands	<p>~ Analyzed over 250 documents for department deficiencies in quality and efficiency</p> <p>~ Proactively wrote sections of the department assessment of work document quality</p> <p>~ Proposed creative quality improvement strategies based on performance analysis</p> <p>~ Participated in over 100 hours of hands-on training including welding training, machining training, non-destructive testing training, and industrial safety training</p> <p>~ Investigated root cause of five building envelope failures leading to losses of structural integrity</p> <p>~ Composed investigation summaries and job proposals for projects from \$15,000 - \$100,000</p> <p>~ Updated and analyzed Excel spreadsheets containing plumbing flow rate optimization calculations for a 250-unit condominium</p> <p>~ Created computer-based schematics in AutoCad which optimized the project planning process and reduced project costs for three major projects</p> <p>~ Assisted with client development and marketing initiatives daily</p>	<a href="https://www.linkedin.com/in/damianpherigo/">https://www.linkedin.com/in/damianpherigo/</a>
Damian Pherigo	Summer Intern	Allana Buick & Bell	May 2009 - Jul 2009		~ Assisted with client development and marketing initiatives daily	<a href="https://www.linkedin.com/in/damianpherigo/">https://www.linkedin.com/in/damianpherigo/</a>
David Baker	Director, Data-Driven Marketing	L'Oréal Paris	Jul 2017 - Present	Greater New York City Area	<p>- Lead a team of 4 managing \$50m of media in-house across our largest division</p> <p>- Saved \$Xm in media efficiencies &amp; cost savings and delivered XX% improvement to ROI</p> <p>- Work cross-functionally at corporate level in conjunction with data &amp; analytics and engineering</p>	<a href="https://www.linkedin.com/in/davidbaker/">https://www.linkedin.com/in/davidbaker/</a>
David Baker	Managing Director	Baker Street Communications	Nov 2014 - Jul 2017	Washington, DC	<p>- Developed digital transformation strategy consolidating \$40m in media for 8 beauty brands</p> <p>- Ran digital transformation project to bring \$25m search, display, &amp; social budgets in-house</p> <p>- Interim head of acquisition marketing (6 mo) for a retail firm with</p>	<a href="https://www.linkedin.com/in/davidbaker/">https://www.linkedin.com/in/davidbaker/</a>
David Baker	Account Executive	Google	Jun 2011 - Oct 2014	Washington, DC	<p>- Led Google AdWords paid media partnerships with non-profit organizations &amp; political campaigns, driving search, display, YouTube, &amp; programmatic advertising for branding and direct response</p> <p>- Managed team of 5 focused on pitching, implementing, &amp; optimizing</p> <p>- Managed \$3m in digital media (search, display, video, social) across 35 federal elections</p> <p>- Ran the first political YouTube Masthead ad unit; from creative development to media execution</p>	<a href="https://www.linkedin.com/in/davidbaker/">https://www.linkedin.com/in/davidbaker/</a>
David Baker	Digital Media Manager	BIPAC	Sep 2009 - May 2011	Washington, DC		1
David McMillan	Community Manager/Business Development	Factual	Jul 2009 - Jun 2011			<a href="https://www.linkedin.com/in/davidmcmillan/">https://www.linkedin.com/in/davidmcmillan/</a>
David McMillan	Community Manager (News & Politics and YouTube)	YouTube	Dec 2007 - May 2009			<a href="https://www.linkedin.com/in/davidmcmillan/">https://www.linkedin.com/in/davidmcmillan/</a>
David McMillan	Admissions Officer/Film Teacher	Crossroads School	Aug 2005 - Jun 2006			<a href="https://www.linkedin.com/in/davidmcmillan/">https://www.linkedin.com/in/davidmcmillan/</a>
David McMillan	Writer (Judging Amy)	Fox	Jul 2004 - May 2005			<a href="https://www.linkedin.com/in/davidmcmillan/">https://www.linkedin.com/in/davidmcmillan/</a>
David McMillan	Writer's P.A. (Tru Calling)	Fox	Jul 2003 - May 2004			<a href="https://www.linkedin.com/in/davidmcmillan/">https://www.linkedin.com/in/davidmcmillan/</a>
David McMillan	Fellow, Diversity Writers Workshop	CBS	2004 - 2004			<a href="https://www.linkedin.com/in/davidmcmillan/">https://www.linkedin.com/in/davidmcmillan/</a>
Diana Garcia	Multicultural Partner Marketing Manager	Google	Oct 2013 - Jan 2018	Mountain View, CA	Supported the launch of Spanish versions of Google's "How to Vote" and "How to Register to Vote" campaigns.	<a href="https://www.linkedin.com/in/dianagarcia/">https://www.linkedin.com/in/dianagarcia/</a>
Diana Garcia	Community Manager	Latinos in Social Media	Jun 2015 - Dec 2015	Washington, DC	<p>- Spearheading the planning, implementation, and execution of the annual LATISM15 conference</p> <p>- Writing, editing and publishing content on social media channels including Twitter, Instagram, and Facebook</p>	<a href="https://www.linkedin.com/in/dianagarcia/">https://www.linkedin.com/in/dianagarcia/</a>
Diana Garcia	Student	Brown University	Sep 2009 - May 2013	Providence, Rhode Island Area	Support sponsors and partners for the annual LATISM	<a href="https://www.linkedin.com/in/dianagarcia/">https://www.linkedin.com/in/dianagarcia/</a>
Diana Garcia	Latin America Market Research Intern	Google	Jun 2012 - Aug 2012	Mountain View, CA	Provided market knowledge for an approximately 5 million dollar online sales opportunity.	<a href="https://www.linkedin.com/in/dianagarcia/">https://www.linkedin.com/in/dianagarcia/</a>
Diana Garcia	Diversity and Talent Inclusion Intern	Google	Jun 2011 - Aug 2011	Mountain View, CA	<p>- Organized a faculty summit for 20 professors that led to the adoption of Google Apps for Education at 8 Historically Black Colleges and Universities (HBCU/As)</p> <p>- Managed the development and redesign of the BBOP website that provided marketing strategy</p>	<a href="https://www.linkedin.com/in/dianagarcia/">https://www.linkedin.com/in/dianagarcia/</a>
Dorothy Chou	Public Engagement and Communications	DeepMind	Aug 2017 - Present	London, UK		<a href="https://www.linkedin.com/in/dorothyhou/">https://www.linkedin.com/in/dorothyhou/</a>

Dorothy Chou	Head of Safety, Consumer Protection, & Uber	Uber	Sep 2015 - Aug 2017	San Francisco	Led a team that drove strategy and research on safety, consumer protection, and the deployment of self-driving cars around the world; responsibilities included counseling top executives and running campaigns on issues like criminal justice and regulator	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Dorothy Chou	Lead, Corporate Communications & Public	Dropbox	Jun 2014 - Aug 2015	San Francisco	Led communications strategy and managed day-to-day media across all corporate issues, including major financial announcements, partnership deals, policy issues, personnel announcements, culture, and diversity Trained and elevated spokespeople in the p	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Dorothy Chou	Manager, Corporate Communications	Google	Nov 2013 - May 2014	San Francisco	Led communications strategy and served as company spokesperson on child safety, government surveillance, privacy, and security Led Google's response to media inquiries about the Snowden revelations, including efforts to increase transparency around	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Dorothy Chou	Manager, Public Policy	Google	Jul 2009 - Oct 2013	San Francisco	Led global strategy and outreach on child safety, content regulation, and government surveillance reform, which included responding to government inquiries, advising internal teams, and managing partnerships with more than 50 advocacy groups Built and	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Dorothy Chou	Associate, Policy Communications	Google	Jan 2008 - May 2009	Washington	Coordinated elections-related programs that led to 52 million impressions for Google products during the 2008 election cycle, including an application that led 10% of voters to their polling places on Election Day Crafted responses to media inquiries	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elaine Cleary	Summer Research Fellow	Ohio State University	Jun 2017 - Aug 2017	Columbus, Ohio	Assisted with faculty in the Department of Philosophy to conduct research on the role of the Japanese racial justice proposition at the League of Nations, and on the political psychology behind the Good Friday Agreement in Northern Ireland. Located and assessed relevant sources using library and museum databases, and communicated findings to department staff.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elaine Cleary	Immigration Assistant	US Together	Jan 2017 - Aug 2017	Columbus, Ohio	Connected refugee families to employment resources, English and citizenship classes, and culturally competent community services. Assisted attorneys in immigration case management for recently resettled refugees.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elaine Cleary	Political Advertising Fellow	Google	Jun 2016 - Dec 2016	Washington	Supported a book of 25 clients across 50 Democratic campaigns and ballot initiatives. Earned certifications in Google AdWords, Search, Display, Video, and Mobile Advertising, and used expertise to perform data-based optimizations for enterprise-level elections accounts. Identified and pitched optimizations to small agencies to drive new revenue growth. Spearheaded outreach to coordinated political clients and developed high-level strategic plans for six-figure buys. Pitched, designed, and executed Search, Display, and Video campaigns for major clients, and grew market share to achieve significant ROI. Calculated, assembled, and pitched projections on expected spend, ROI, and performance to new and existing clients. Accommodated extremely time-sensitive client needs in a high-pressure environment while delivering top-quality work. Navigated internal teams to develop quick solutions for political clients, who are listed as a Sensitive Category for digital advertising.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elaine Cleary	Digital Marketing Strategist	Peace Corps	Sep 2015 - May 2016	Columbus, Ohio	Analyzed performance trends, digital data, and community insights to develop creative strategies to drive a 15% increase in application growth over 9 months. Met and exceeded annual recruitment quota. Successfully recruited 42 high-performing graduating seniors, launching Ohio State University to the top ten of volunteer-producing universities, and contributing to a record-breaking 40-year high in application growth nationwide. Launched digital recruitment campaigns, delivered online application workshops, and organized career fairs for a large and diverse campus community.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elaine Cleary	Research Assistant	The Ohio State University	Sep 2015 - Feb 2016	Columbus, Ohio	Collaborated with faculty in the Department of Political Science on a study examining Native American politics, culture, and society. Assessed relevant social and political trends using library and museum databases, and prepared briefs analyzing findings. Consulted with field experts to obtain and organize data, assess source validity, conduct interviews, and synthesize claims.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elaine Cleary	Digital Consulting Intern	Democratic Voices	Sep 2015 - Oct 2015	Columbus, Ohio	Contracted by a political action committee to innovate digital strategies to defeat local ballot propositions. Tracked and analyzed digital data to determine the positions of state legislators on specific issues. Produced reports offering digital strategy recommendations based on data analysis.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elaine Cleary	Digital Marketing Intern	Peace Corps	May 2015 - Aug 2015	Washington	Used Google Analytics, Facebook Insights, and Twitter Analytics to evaluate the effectiveness of digital media initiatives against organizational objectives. Grew cross-platform audiences, re-launched and grew stagnant accounts, and developed and implemented cost-effective strategies to increase engagement among hard-to-reach target audiences. Created and delivered 2 agency-wide tutorials on innovative strategies for digital media platform use and content development.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elaine Cleary	Project Manager	The Ohio State University	Aug 2013 - Apr 2015	Columbus, Ohio	Spearheaded collaborative efforts to provide academic resources and fellowship opportunities to students from underrepresented groups. Collected and analyzed data to innovate strategies to improve academic performance among women and minority students. Presented research bi-annually to university officials and successfully implemented two retention programs.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elaine Cleary	Democratic Caucus Page	Ohio Senate	Aug 2014 - Oct 2014	Columbus, Ohio	Coordinated internal and external communications for the Ohio Democratic Caucus. Monitored opposition coverage, facilitated constituent outreach, managed donors and special interest groups, maintained press lists, and pitched media.	<a href="https://www">https://www</a>
Elaine Cleary	Legislative Intern	Ohio House of Representatives	Jan 2014 - May 2014	Columbus, Ohio	Managed administrative duties for Representative Nickie J. Antonio (D-13). Researched and prepared briefs on critical health care and tax reform legislation, utilizing press databases, constituent polls, and expert testimony to assess cost-benefit structures, predict public reception, and strategize for success.	<a href="https://www">https://www</a>



					<p>Founded and created Facebook's London-based Politics &amp; Government division for the Europe, Middle East &amp; Africa region. Direct experience working across more than 40 countries.</p> <p>Developed Facebook's narrative in the digital diplomacy, global governance, and 21st-century communications space by partnering with leading think tanks, including Chatham House, Wilton Park, Ditchley Park, the Atlantic Council, Policy Exchange and the Royal United Services Institute.</p> <p>Asked by Facebook's UK-based PR team to be the company spokesperson for the political and government space. Developed Facebook's elections narrative, the "Conversational Election", which won the 2015 CorpComms award in London for "Best Communications by a Private Sector Organization".</p> <p>Represented Facebook at the first "Women in Diplomacy" symposium hosted by the Italian Minister of Foreign Affairs.</p> <p>Charted out a partnership with the US State Department Civil Society Initiative and was a prominent voice following the Arab Spring in working directly with transitional governments.</p> <p>Liaised with Royal Households in more than seven countries to create their unique presences on Facebook, including the British Monarchy and the Royal Hashemite Court.</p> <p>Charted out Facebook's role to establish the Facebook brand during elections cycles. These include elections in the European Union, Sweden, Tunisia, Finland, France, Italy, Turkey, Poland, Spain, Denmark, the United Kingdom, Hungary, and the Scottish Referendum.</p> <p>Strategist for heads-of-state and individual and institutional level, including David Cameron and 10 Downing, Francois Hollande and Elysee Palace, Sheikh</p>	
Elizabeth Linder	Politics & Government Specialist	Facebook	Jan 2011 - May 2016	London	<p>Recruited from Google to join Facebook's International Communications team.</p> <p>Responsible for the communications strategy for opening Facebook's office in Hyderabad, India in 2010.</p> <p>Managed Facebook's relationships with all international PR agencies prior to Facebook hiring communications representatives in-house outside of the United States. Countries included the UK, France, Germany, Canada, India, Ireland, Australia, Sweden, and Spain.</p> <p>When I first joined the company, I was responsible for responding to every press inquiry Facebook received outside the United States. At the time Facebook clocked 100 million active users; today the company has more than 1.6 billion.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elizabeth Linder	International Communications Associate	Facebook	Aug 2008 - Dec 2011	Palo Alto,	<p>Recruited from Princeton University to join Google's Global Communications &amp; Public Affairs division. Joined the YouTube team the year Google acquired the company. Focused on politics and education.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elizabeth Linder	Global Communications and Public Policy	Google	Sep 2007 - Aug 2008	San Bruno		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elizabeth Linder	Think London Summer Intern	Think London	Jul 2006 - Aug 2006	London, U	<p>At Think London, I focused on research areas having to do with international companies setting up arms of their business in London. I was also asked by Think London's marketing team to draft their "Business Traveller's Guide to London". Given that my research specialty at Princeton focused on metropolitan development, exploring and writing about London in a 21st-century context was a great privilege.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elizabeth Linder	Rare Books Division Intern	Christie's	Jun 2006 - Jul 2006	London, U	<p>As the summer intern in the Rare Books division of Christie's Auction House (London), I gained experience comparing Christie's acquisitions with copies in the British Library for authenticity and condition, as well as worked with the team on major auctions and viewings. The internship built on my years working as a student in Princeton's Rare Books &amp; Special Collections Department.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elizabeth Linder	Global Market Services Intern	London Stock Ex	Jun 2005 - Aug 2005	London, U	<p>As the Market Services intern, I worked on research projects for the team responsible for bringing in new companies to the London Stock Exchange main market as well as AIM, the LSE's market for smaller, growing companies.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elizabeth Linder	Vendeuse	Baccarat	Jul 2004 - Aug 2004	Paris Area	<p>I applied via the Princeton in France program to Baccarat Paris' Place de la Madeleine store, where I was a "vendeuse" - a sales clerk in their flagship store. The position was entirely in French.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Elizabeth Linder	Summer Intern	Italian Cultural Ins	Jun 2004 - Jul 2004	San Franc		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Felicia Lee	Search Consumer Marketing Lead, Russia	Google	Mar 2016 - Present		<p>- Developed mobile Search marketing communications strategy to grow number of daily active users in the face of strong local competition</p> <p>- Led team of 2 direct reports, 6 agencies, and regional/global marketing counterparts to launch series of broad-reac</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Felicia Lee	Brand Lead & Chrome Product Marketing	Google	Oct 2013 - Feb 2016	Moscow, R	<p>Grew local brand love in a highly competitive and politically complex environment, via program of 3 digital campaigns scaling Russian culture through Google technology:</p> <ul style="list-style-type: none"> <li>- "Chekhov is Alive," a 24-hr YouTube-livestream video featuring 800 readers across 10 time zones reading 42 works by Anton Chekhov - 750,000 real-time viewers across 105 countries</li> <li>- "Alive Memory" (<a href="http://pisma.prilb.ru/#/">http://pisma.prilb.ru/#/</a>), a digital platform for Russians to preserve and share their family's wartime letters online in commemoration of the 70th anniversary of Victory Day - project won 2 Bronze Cannes Lions in Design and Cyber categories</li> <li>- Doodle 4 Google logo design contest for Russian kids, 2015-2016: Collected 8,000+ illustrations from Russian students via highly targeted digital campaign and offline outreach, supported by pro-bono partnerships with Russian government organizations and large local brands, incl. Russian Geographical Society and Russian Railways.</li> </ul> <p>Drove closer association of Google brand to Russian history and the fine arts through:</p> <ul style="list-style-type: none"> <li>- Conceptualization and launch of a series of 15 custom-designed, locally relevant Google logos celebrating Russian heroes, icons, and events on the Google.ru homepage to an audience of millions</li> <li>- Digitization and promotion of 2 special virtual exhibits on Google's global Arts and Culture platform, featuring exclusive content and interviews with dancers of the Bolshoi Theatre to celebrate the foundation anniversary and Russian Ballerina Maya Plisetskaya's 80th Anniversary</li> </ul> <p>Defended position of #1 browser in Russia against strong local competition via 360 integrated (across TV, digital, social media) campaigns and direct response</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>

					<p>Conceived, managed, and promoted 3 key projects for local Japanese market to grow brand love and counter the perception that Google is a foreign and distant brand:</p> <ul style="list-style-type: none"> <li>- The Space Hangout: 1st videoconference in history to connect 6 ordinary citizens from their home computers to the International Space Station (ISS) for a live interview with Astronaut Akihiko Hoshide in space, broadcasted over YouTube and Google+ (88 pieces of national and global press coverage, 5 TV spots on major Japanese channels incl. NHK)</li> <li>- UNICEF videoconference over Google+ connecting high school penpals from disaster-stricken areas in Fukushima, Japan to their correspondents in Kabul, Afghanistan to introduce them to each other face-to-face for the first time</li> <li>- Doodle 4 Google: Partnered with national Japanese education association TOSS for logo design contest on the theme "100 Years Into the Future", with first Asian female astronaut Jun Mukai as guest juror, receiving works from over 100,000 Japanese students</li> </ul> <p>Managed digital campaign strategy and promotion for:</p> <ul style="list-style-type: none"> <li>- Japanese National Elections, 12/2012 and 07/2013: Managed production, design and digital promotion of Google Japan Politics and Elections portal site connecting voters to political candidates and parties best matching their interests. Engaged over 11 million unique visitors (&gt;10% of eligible voters)</li> </ul>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Felicia Lee	Brand and Reputation Marketing Manager	Google	Jun 2011 - Oct 2013			
Felicia Lee	Corporate Marketing Staff	KVH (Colt Asia)	Oct 2008 - Jun 2011	Tokyo, Japan		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Felicia Lee	Intern	Japanese Diet, House of Representatives	Nov 2007 - Jul 2008	Tokyo, Japan	Intern for Senator Kenzo Fujisue	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Felicia Lee	Guest Columnist	Asahi Shimbun	Jun 2006 - Sep 2006	Iwate, Japan	Published 9 articles (Japanese language) on culture, folklore, and literature at largest prefectural newspaper in northeastern Japan	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Galen Panger	User Experience Researcher	Google	Sep 2017 - Present	Mountain View, CA		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					At Berkeley, I co-founded a multidisciplinary research center to cultivate up-and-coming technologists and scholars working on emergent social and policy issues of technology. Our first class of 28 fellows worked on 11 collaborative projects across the center's four areas: AI engineering ethics; technology and well-being; infrastructure, standards and governance; and digital citizenship.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Galen Panger	Founding Director	Center for Technology and Society	May 2015 - Aug 2016	Berkeley, CA		
					Some of the research questions I pursued during my internship include how open people feel they can be about themselves on Facebook, the quality of their interactions with others there, the diversity of people and ideas they're exposed to, and how user satisfaction relates to usage over time. I also worked with the Close Friends team to identify areas of improvement for that product. My research at Facebook was mixed methods, involving interviews, usability testing, logs analysis and large-scale surveys.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Galen Panger	Intern, User Experience Research	Facebook	May 2012 - Aug 2012	Menlo Park, CA		
					My most significant project at Google was to manage the launch of the company's first economic impact report. I wrote the report, working with specialists in the company, recruited the small businesses in the report, and coordinated its release with 11 simultaneous launch events. We earned 120+ pieces of local and national coverage.	
					At Google, I also ran the company's political advertising communications, working with a spokesman to promote political uses of Google's advertising products. My efforts over 11 months led to an 8-fold increase in coverage, with 90+ pieces in major political outlets.	
Galen Panger	Senior Associate, Global Communications	Google	Jul 2007 - Jun 2010	Washington, DC	Throughout my time at Google, I also worked closely with Google's non-profit community, started its non-profit newsletter, worked to improve the company's offerings, and coordinated large training events for non-profits in D.C. and New York. My work with the disability community and on Google's economic impact report earned me two Certificates of Excellence from the company.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					Worked with the World Bank over two three-month internships on a regional biosafety project in West Africa, most notably helping to improve a key project preparation report and doing some limited press work in response to criticism from NGOs. On the ground in several West African countries, I assisted in the preparation of presentations, reports and meetings.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Galen Panger	Intern, Sustainable Development	World Bank Group	Sep 2005 - Sep 2006	Washington, DC		
Galen Panger	Webmaster	Raskin Center for the Internet and Society	Apr 2002 - Jul 2005	Pacific, CA	Created website for the interface design non-profit founded by late Macintosh creator Jef Raskin.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					Consultative sales with DoubleClick's top tier political, sports and entertainment advertising partners. Help clients scale media buying and improve digital performance across the DoubleClick platform; Search, Bid Manager, DCM, and Google Analytics.	
Graham Bonner	Marketing Consultant	Google	May 2015 - Present	Washington, DC	Advise clients on new opportunities and custom solutions that solve for their unique marketing objectives, including specialized data integrations, adding programmatic controls to their direct buys, and optimizing their media buys off of their pre-built attribution models.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					Advise campaigns, advocacy groups, associations and the defense industry in developing customized video, display, mobile, and search marketing solutions.	
					Develop and analyze market research to help grow business and create effective campaigns.	
Graham Bonner	Elections & Issue Advocacy	Google	Mar 2013 - May 2015	Washington, DC	Consult advertisers on how to optimize their advertising strategies to reach their campaign goals using performance data from Google Analytics.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					Troubleshoot Google Analytics reporting and coding with basic javascript and HTML knowledge.	
					Developed trainings for government offices, politicians and campaigns on how to use Google+.	
					Analyzed and reported political trends on Google+ to marketing executives.	
Graham Bonner	Marketing Lead Google+ Politics	Google	Sep 2011 - Mar 2013	Washington, DC	Co-managed and developed content for the Google Politics & Elections Google+ page.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					Presented Google+ at the 2012 RNC and DNC, CPAC, CES on the Hill, CATO Institute, Heritage Foundation, US State Department and the US Department of Defense.	
					Analyzed and researched lease transactions, institutional sales comparables and property information with data collected from websites, SEC filings, tax records, news stories and field leads.	
					Maintained and developed relationships with a portfolio of 25 clients, comprising \$1.3 million in annual revenue.	
Graham Bonner	Research Associate	CoStar Group	Aug 2010 - Sep 2011	Washington, DC	Audited market data and developed quarterly and annual reports for four markets in Ohio and Minnesota.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					Tracked and verified market conditions and monitored cap rate, absorption, vacancies and rental rates.	

					<p>Researched and mapped future production of 50 deep offshore oil wells in the Gulf of Mexico.</p> <p>Audited and updated existing production forecasts and models for 25 deep offshore oil fields on the Angolan coast.</p> <p>Built and maintained production databases for Upstream Oil and Gas Department.</p>	
Graham Bonner	Field Forecasting Analyst	PFC Energy	May 2008 - Oct 2008	Washington	Presented quarterly reports and analysis to senior advisers and clients.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Conducted game day operations and developed in game promotions for the football and basketball programs.</p> <p>Coordinated with sponsors and AD officials to develop the 2007 softball marketing plan, utilizing a \$10,000 budget.</p> <p>During the 2007 softball season, increased average fan attendance by 100 fans per game from the previous season and set an all-time single game attendance record.</p>	
Graham Bonner	Sports Marketing Intern	University of Mary	Nov 2005 - May 2007	College Park		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Gwen Thomas	Faculty Deans' Aide	Harvard University	Jan 2018 - Present	Cambridge, MA		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Gwen Thomas	Student Involvement Intern	Harvard College	Jan 2017 - Sep 2017	Cambridge, MA		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Gwen Thomas	Political Advertising Fellow	Google	Jun 2016 - Nov 2016	Washington D.C. Metro Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jacob Clark	Associate Account Strategist	Google	Feb 2018 - Present	Greater Detroit Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Generated strategies that trained internal employees how to advocate on behalf of Southwest Airlines to</p> <p>Developed and wrote speeches for regional leaders and directors that were used at nationwide events</p> <p>Planned and executed events with local community partners from around the country</p> <p>Coordinated with community partners on donations, sponsorships, and corporate memberships</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jacob Clark	Political Communications Intern	Southwest Airline	Sep 2017 - Dec 2017	Dallas/Fort		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Developed, implemented and managed the day-to-day activities on LinkedIn, Facebook and Twitter</p> <p>Orchestrated social media campaigns that increased brand exposure by 55%</p> <p>Measured analytics and insights on Hootsuite in order to boost impressions, engagement and drive traffic to the company website</p> <p>Increased the number of followers across all social platforms by 532%</p> <p>Launched advertising campaigns, focusing on brand awareness, which multiplied impressions by 356%</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jacob Clark	Social Media Marketing Intern	CoreDispo	Jun 2017 - Aug 2017	Norwalk, C		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Assisted in booking and implementing high-level media plans that totaled approximately \$15 million across Google Search, Google Display Network, and YouTube reserve</p> <p>Performed the role of a digital consultant for outside agencies and candidates, from the presidential to congressional level, to further optimize their digital strategy</p> <p>Diversified our book of business by pitching 25 Congressional campaigns on audience targeting strategies, creative direction, and estimated media budgets, which led to the acquisition of 5 new clients</p> <p>Developed unique product solutions for political clients by working cross-functionally (technical and non-technical teams, sales, billing, analytics, etc.) and across various platforms (audience insights tools, search/video/display interfaces, etc.) in order to increase market share</p> <p>Spearheaded data driven optimizations for clients across AdWords (Search, Display, TrueView) and YouTube reserve, leading to an increased spend on Google products</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jacob Clark	Political Advertising Intern	Google	Jun 2016 - Dec 2016	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Provided in-depth research for our 2016 field program, including working one-on-one with the National Political Director in collecting information about college campus lifestyles across the country</p> <p>Conceptualized online advertisement ideas for the 2016 general election</p> <p>Drafted and prepared national media press releases, along with working one-on-one with the National Communications Director on television and radio talking points for the week</p> <p>Aided Communications Director with TV pitches for outlets like FOX News, CNN, FBN and MSNBC</p> <p>Contributed daily to CRNC's social media outlets, including Facebook, Twitter, Instagram, and Vine</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jacob Clark	Political Communications Intern	College Republic	Jan 2016 - Apr 2016	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Supported and aided the PR Director with event logistics and participation</p> <p>Developed innovative advertising campaigns for a new child sponsorship program, specifically targeting local churches and non-profits, which entailed creating content and establishing contacts throughout the greater Lynchburg area</p> <p>Created and implemented strategic plans to strengthen and engage new supporters to current programs</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jacob Clark	Strategic Event Planner Intern	Sports Outreach	Sep 2015 - Dec 2015	Lynchburg		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Advised a newly founded church on the creation of a website, as well as social media platforms</p> <p>Channeled marketing and advertising campaigns that expanded reach across social media platforms and drove traffic to the website resulting in increased SEO</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jacob Clark	Digital Consultant	Inspiration Comm	Sep 2015 - Dec 2015	Silver Sprin		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jason Rosenbaum	Founder	Seward Square S	Jan 2017 - Present	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jason Rosenbaum	Director of Digital Advertising	Hillary for America	Jul 2015 - Nov 2016	Brooklyn, N		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jason Rosenbaum	Deputy Director of Online Communication	Democratic Cong	Apr 2007 - Mar 2009	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jason Rosenbaum	National Online Campaign Manager	American Associa	Oct 2005 - Apr 2007	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jason Rosenbaum	Director of Elections and Advocacy	Google	Jul 2013 - Jul 2015	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jason Rosenbaum	Digital Director	Democratic Senat	Mar 2009 - Jun 2013	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jeffrey Webb	MBA Strategy Intern	Axios	May 2017 - Aug 2017	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jeffrey Webb	Elections Team	Google	Jan 2014 - Jun 2016	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jeffrey Webb	Agency Account Strategist	Google	Aug 2011 - Jan 2014			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jeffrey Webb	Digital Education Coordinator	University of Virgi	Dec 2012 - May 2013			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jennifer Cleaver	Sales Development Team Lead for Brand	Google	Apr 2017 - Present			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jennifer Cleaver	Sales Development Team Lead for U.S. C	Google	Jul 2015 - Mar 2017	Ann Arbor		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jennifer Cleaver	Sales Development Manager for Media &	Google	Jan 2011 - Jun 2015	New York		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jennifer Cleaver	Account Planner for Media & Entertainment	Google	Jul 2008 - Dec 2010	New York		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jennifer Cleaver	Account Executive	Young & Rubican	Jan 2004 - Jul 2006	New York		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jenny Ye	Data Director, Data News Team	WNYC Radio	Feb 2017 - Present	Greater Ne		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jenny Ye	Producer, Data News Team	WNYC Radio	Jul 2013 - Feb 2017			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Coordinated a pilot computer science tutoring program for 8th grade girls in New York City</p> <p>Assisting operations and curriculum development</p> <p>Lead Teacher for CodeEd in Cambridge, MA for Spring 2013</p> <p>Developed data visualizations for political and London 2012 Olympics coverage</p> <p>Assisted data collection, user experience review and quality assurance for data news projects</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jenny Ye	Teacher, Operations Intern	CodeEd	May 2012 - May 2013			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jenny Ye	Data News Intern	WNYC Radio	Jun 2012 - Aug 2012			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Taught a weekly 90 minute section to 17 students on the foundations of computer science</p> <p>Held weekly office hours and gave feedback on the design and style of students's work</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jenny Ye	Teaching Fellow	CS50: Intro to Co	Sep 2011 - Dec 2011	Cambridge		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Developed a Digital Guide for Governments for data publishing and visualization</p> <p>Researched and delivered recommendations for improving discoverability of public data</p> <p>Coordinated Google's presence at the City of New York's first hackathon</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jenny Ye	Intern, Public Sector & Elections Team	Google	Jun 2011 - Aug 2011			<a href="https://www.linkedin.co">https://www.linkedin.co</a>

					<p>Plying my trade as a consultant with businesses and agencies, from lunchtime brainstorming to multi-week engagements. Work to date includes:</p> <ul style="list-style-type: none"> <li>* Marketing strategy and brand narrative for a well-loved but under-resourced technology product</li> <li>* "Google Sherpa" for a consulting firm trying to understand the decision-making dynamics of such an inscrutable company</li> <li>* Messaging for influential members to encourage others to join a new type of business association</li> <li>* Press strategy for a restaurateur and cookbook author to tie food expertise to a topical moment</li> </ul>	
Jesse Friedman	President	Friedperson, Inc.	Jan 2018 - Present	Portland, OR		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jesse Friedman	Product Marketing Manager, Google Transl	Google	Mar 2015 - Dec 2017	Portland, OR	<p>500m+ monthly users, 103 languages, one marketer. In charge of launch, acquisition, partnerships, event, and brand marketing. I've commissioned videos and surveys, written website and blog copy, supported campaigns in several countries, pitched several suggestions that have directly led to product and translation improvement, developed and enforced brand messaging, launched dozens of new language/feature permutations, hosted a crazy weekend-long popup restaurant featuring star chefs and menus in other languages, and somehow managed to summarize neural machine translation in a way everyday people can understand.</p> <p>Also internal advocate for improved internationalization of Google's marketing materials, helping fellow marketers learn of pitfalls and opportunities, connect to local contacts, and understand the subtleties of languages, locales, and local customs.</p> <p>Crisis Response: Supported Google's response to dozens of events, including tsunami in Japan and Superstorm Sandy. Roles ranged from writing official blog posts and social media to manually re-aligning aerial imagery to coordinating volunteer translations to enabling free phone calls to affected areas, all in a fast-moving and high-profile environment.</p> <p>Elections: Core team member for 2010 and 2012 elections. Developed first-ever embeddable Congressional results comparison tool on top of Google Maps, led branding and graphic design for Politics &amp; Elections online and offline materials, and coordinated several physical events including presence at Iowa caucuses.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jesse Friedman	Product Marketing Manager, Social Impact	Google	Mar 2009 - Mar 2015	Portland, OR	<p>Bringing marketing knowhow and execution to Policy-driven efforts to keep the Internet free, open, and secure. Started with helping to defeat SOPA/PIPA, which led to creating the Take Action email list and website, organizing millions to respond to issues like resisting surveillance. Lead marketer for Transparency Report and several user security efforts. Go-to guy for high-profile, quick-response actions such as Reform Government Surveillance and Right to be Forgotten, building websites, creating copy and print ads, and otherwise doing what needs to be done in chaotic situations.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jesse Friedman	Product Marketing Manager, Policy and S	Google	Aug 2011 - Oct 2014	Greater Ne	Continued to grow the program including streamlining legal processes and hiring a production associate. Recognized the program needed a media veteran to keep growing - hired him, trained him, and continued to support from my next role.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jesse Friedman	Product Marketing Manager, Google Map	Google	Nov 2010 - Aug 2011	Greater Ne	Leading Google's work with the media and entertainment world, helping graphic artists and the producers and directors they support to use Google products like Earth, Maps, and Trends to add richness to stories.	
Jesse Friedman	Associate Product Marketing Manager, G	Google	Aug 2008 - Nov 2010	Mountain V	I've helped major broadcasters and news websites worldwide use our products for crisis coverage (Haiti, Louisiana oil spill, etc.), elections, major international sporting events, and general daily news and features. Beyond the media, I also work on placing Maps and Earth in alternative platforms like movies, airplane seatbacks, a huge eight-monitor chamber, and a treadmill.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jesse Friedman	Administrative Associate	Google	Oct 2006 - Aug 2008		Supported the Japan-Asia-Pacific Product Management team (and previously, the Mobile team) with calendaring, travel, and other administrative support. Stayed abreast of developments at both executive and implementational levels, working to make sure both sides were in sync.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jesse Friedman	Assistant to the President	Kannon Consulti	Jun 2005 - May 2006		Supported senior consultants on marketing and media strategy projects, including interpreting consumer segmentation studies, interviewing executives, and analyzing public and proprietary data. Managed important administrative projects and functions, monitoring project pipeline, driving internal marketing efforts, and taking charge of the President's personal and travel planning.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Jesse Friedman	Information Technology Coordinator	Prudential Califor	Jun 2003 - Sep 2003		Managed IT for a 100-agent real estate office.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Lecturer: Positioning Strategy	Stanford Universi	Mar 2015 - Jan 2018	Palo Alto, CA	<p>Guest Lecturer for MKTG535 "Product Launch" working with Jonathan Levav, Associate Professor of Marketing (2017)</p> <p>Guest Lecturer for M249 "Core Marketing" working with Stephen J. Anderson, Assistant Professor of Marketing (2017, 2018)</p> <p>Guest lecturer for POLECON 538 "Disruptive Innovation" working with Sujay Jaswa, Lecturer and Neil Malhotra, Professor of Political Economy (2015, 2016)</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & GTM Strategy	Airbnb	Aug 2017 - Nov 2017	San Francisco	Re-hired by Brian Chesky to develop the name and foundational position for Airbnb's new product line for Homes launched in February 2018: Airbnb Plus. Served as trusted advisor and contributor to the development of new Host Standards, Superguests, and more.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & GTM Strategy; Acting Chief	Scoop Technolog	Jan 2017 - Nov 2017	San Francisco	Airbnb Plus provides today's travelers with all the comforts of home plus" delivering even more quality, comfort, and character so travelers can be free to take full advantage of opportunities for exploration and local living wherever they choose to visit. Inspired by Hosts, Airbnb Plus offers comfortable and welcoming accommodations that are verified and inspected for quality so travelers can focus on maximizing their quality time relaxing, exploring, and sharing their joy of traveling with others throughout their stay.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & GTM Strategy; Acting Chief	Crew	Jul 2016 - Jul 2017	San Francisco	Crew is a free service for purposeful and organized team communications that keeps everyone on the same page about everything work-related. Crew gives leaders and co-workers a powerful new way to instantly send messages and stay up-to-date, manage schedules and give recognition all in one centralized place, directly from any device. Crew is the first communications service designed specifically for the millions of workers who don't have ready access to effective communications services on the job. Thousands of teams across every industry are using Crew to help their businesses run more smoothly, customers like store clerks, restaurant managers, pharmacists, nurses, waiters, coaches, police and fire personnel.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy	Memery	Oct 2016 - Dec 2016	Menlo Park		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Guest Lecturer: Positioning and Policy	Pepperdine Unive	Oct 2016 - Nov 2016		MPP 682 Seminar in Regional Policies Policy Relationships of State and Local Government Professor Joel Fox	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	FlightCar	Sep 2015 - Sep 2016	San Francisco	Hired by Rujil Zaparde, CEO and Co-Founder of FlightCar, to help overhaul and sharpen business and product strategy, identify defensible position and crystalize customer value proposition; recruit world-class talent and product design team, and refresh logo and brand identity online and offline at all FlightCar stations in the U.S. Served as acting CMO and trusted advisor to CEO. Worked with CEO to help make acquisition to Mercedes-Benz a smooth and successful transition for company, customers and investors.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	Tenor	Dec 2015 - Jun 2016	San Francisco		<a href="https://www.linkedin.co">https://www.linkedin.co</a>



Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	Sano Intelligence	Mar 2015 - Dec 2015	San Francisco	Sano is a biometric sensor and software company with a patented, breakthrough technology that will help people understand what's happening inside through continuously monitoring important markers in their bodies. A chemistry.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	Amino Inc.	Sep 2014 - Mar 2015	San Francisco	Hired by David Vivero, CEO and Co-Founder of Amino, to help build a defensible and original position that aligns with his bold vision to give millions of people "all the facts about their health." The service helps people choose doctors with even more confidence. Amino analyzes data on nearly every doctor in America to match their experience with people's needs.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	reddit Inc	Jul 2014 - Sep 2014	San Francisco		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	Thumbtack, Inc.	Nov 2013 - Jul 2014	San Francisco	Hired by Marco and Jonathan to help them identify their core position, frame the product, and officially launch the company and brand to accelerate growth. Thumbtack helps millions of people. Accomplish their personal projects. For Forbes, Reuters and Fast Company called the services market an emerging battleground and suggested that Thumbtack is now ahead of the efforts of Amazon, eBay, Yelp and Angie's List.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	Counsyl	Jun 2013 - Jul 2014	San Francisco	Hired by Ramji Srinivasan to help Counsyl identify its core position and shift the company to a consumer internet service and brand. Counsyl is reinventing the modern lab through the use of robotics and recently announced the addition of the Inherited Cancer panel starting with the BRCA1&2 gene test. Counsyl gives millions of men and women access to vital information about their body so they can make choices about their lives. The new tagline for the company is "It's good to know," which reflects the power that this vital health information gives people to make decisions so they can be prepared. Fast Company just wrote about Counsyl in the October 2014 Design Issue "Now Everyone Can Know About Their DNA." Much more to come from Counsyl...	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Advisory Board Member	Scribd	Jul 2008 - Jul 2014	San Francisco		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy	Shapeways	Feb 2014 - Mar 2014	San Francisco		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	Weebly	Aug 2012 - Dec 2013	San Francisco	Hired by David Rusenko to help build an original, defensible position for Weebly that would drive consumer adoption and accelerate global growth. Developed "Start Something" initiative and SitePlanner product to help entrepreneurs take their vision and make it real. Successfully launched a powerful new Site Creator to give people a surprisingly easy and high-quality way to "Create a site as unique as they are."	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	Everpix	Apr 2013 - Jul 2013	San Francisco	Offered trusted guidance on marketing, product and company direction.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy	Index Ventures	Oct 2012 - May 2013	San Francisco		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy	Songkick.com	Feb 2013 - Mar 2013	London, UK		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	Cue (Acquired by Flipboard Inc.)	Jan 2012 - Jul 2012	San Francisco		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy	Flipboard Inc.	Jan 2012 - Jul 2012	Palo Alto, CA		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy	Nasty Gal	May 2012 - Jun 2012	Greater Los Angeles		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	Dropbox	Jan 2011 - Jan 2012	San Francisco	Hired to build a global consumer brand for Dropbox to accelerate growth and establish company as market leader. Built new company and product position, launching "Simplify Your Life" campaign. Served as head of marketing and communications, reporting to Drew Houston, CEO and Co-Founder. Created global awareness of and established leadership for consumer service. Achieved prominent profile and cover stories reaching a global audience including Forbes, NYT, WSJ, LATimes, WIRED, MIT Tech Review. Developed strategy and managed launch for Dropbox for Teams tailored to businesses, and led partner marketing efforts with mobile manufacturers and carriers including Samsung and HTC. Grew from 4M to 100M people using Dropbox during tenure.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	TuneIn	Jun 2011 - Dec 2011	Palo Alto, CA	Hired to build a consumer brand and to frame and position product and company in highly competitive market. Accelerated growth to 30M active monthly listeners and developed present-day position and "Listen to the World" initiative. Led strategy and identity redesign efforts, helped hire and manage marketing team. Worked with CEO John Donham and VP of Product Kristin George to officially launch company in December 2011.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	Formspring	Oct 2010 - May 2011	San Francisco		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy	Redpoint Venture	Jan 2010 - May 2011	Menlo Park		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	Airbnb	Jul 2010 - Feb 2011	San Francisco	Hired by Brian Chesky, CEO and Co-Founder of Airbnb, as a member of the early team to help create an original, differentiated position for the company and to develop the long-term foundational marketing strategy. Led comprehensive customer research effort to inform positioning and product roadmap. Helped to define growth metrics and supported the development of the Instant Book feature which continues to be a central focus for Airbnb in 2017. Officially launched the global service as a "community marketplace for unique spaces around the world" for people who want to "live like a local."	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	Tango Me	Jun 2010 - Oct 2010	Palo Alto, CA	Worked with founders and early team to officially launch Tango in September 2010. Built long-term vision and position for company, developed and designed brand identity, advised on UI for App and website, and staffed marketing team. Reported to Uri Raz, CEO and Co-Founder and Eric Setton, CTO and Co-Founder.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & Marketing Strategy; Acting	Gowalla Incorporated	Mar 2010 - Sep 2010	Austin, Texas		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Vice President of Marketing	Ning	Jul 2009 - Jan 2010			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Senior Director of Marketing	Google	Nov 2008 - Jun 2009			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Positioning & GTM Launch; Head of Global	YouTube	Sep 2005 - Jun 2009		Developed original, defensible positioning for YouTube and launched product and company in December of 2005. Officially joined early team as head of marketing and communications in January of 2006. Led marketing and communications team and helped to build global consumer brand and world's largest video community. Acquired by Google in November of 2006 for \$1.65B. Continued to run all consumer marketing and communications for YouTube until 2009 developing original programs for entertainment, film, politics (including handling the 2008 Primary debates), education, how-to, and fashion and beauty. Contributed to development of and launched original YPP (YouTube Partner Program) for YouTube Creators.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Vice President, Consumer Internet/Digital	Zeno Group/Edel	Nov 2004 - Dec 2005		Led marketing communications strategy for clients such as: Feedburner (acquired by Google); Pump Audio (acquired by Getty Images); YouTube (acquired by Google), among others.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Manager, Marketing Communications	Best Buy Corporate	Oct 2002 - Apr 2003			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Director, Public Relations	Inktomi (Acquired by Google)	Dec 1998 - Sep 2002			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Senior Account Executive	Burson-Marsteller	1997 - 1998		Handled international communications for Sun Microsystems for China and Latin America.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Julie (Keslik) Supan	Account Executive	Fleishman-Hillard	1996 - 1998			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kate Sokolov	Brand Marketing Manager, Social Impact	Google	Apr 2017 - Present		Grew with Google is an new US initiative to help Americans grow their skills, careers, and businesses through free training, tools, and events.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kate Sokolov	Brand Marketing Manager, Social Impact	Google	Feb 2016 - Apr 2017			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kate Sokolov	Program Manager, Google Politics & Elections	Google	Jul 2013 - Feb 2016			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kate Sokolov	Rich Media Campaign Manager	Google	Jun 2011 - Jul 2013			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kate Sokolov	Account Executive	Anne Lewis Stratton	Dec 2009 - May 2011			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kate Sokolov	New Media Director	Deeds for Virginia	Jan 2009 - Nov 2009			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kate Sokolov	Deputy Internet Director	HillPAC/Friends of Hillary Clinton	Jun 2008 - Jan 2009			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kate Sokolov	Internet Communications Associate	Hillary Clinton for Senate	Nov 2007 - Jun 2008			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kate Sokolov	Government Affairs Associate	M+R Strategic Services	2007 - 2007			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katherine C. Swanson	Digital Organizing Director	Elizabeth Warren	Apr 2018 - Present	Greater Boston		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katherine C. Swanson	Advocacy Associate	ActBlue	Jun 2017 - Apr 2018	Somerville, MA	On AB Charities/ActBlue's Advocacy Team, served as primary point of contact for new 501c3s and 501c4s using ActBlue; trained new organizations on how to enter the online fundraising space with ActBlue tools and to build small-dollar donor programs; attended conferences and trainings as a representative of ActBlue across the country.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>

Katherine C. Swanson	Student Body President	University of Maryland	May 2016 - May 2017	College Park, MD	Elected by and responsible for representing 27,000 undergraduate students; served as student advocate for improved sexual assault prevention resources on campus, free feminine hygiene products, and financial support for student leaders in need.	<a href="https://www.linkedin.com/in/katherine-swanson/">https://www.linkedin.com/in/katherine-swanson/</a>	
Katherine C. Swanson	Political Advertising Fellow	Google	Jun 2016 - Nov 2016	Washington, DC	Worked side-by-side with the Google Elections account support team; assisted with day-to-day involvement in the details of political client accounts and participated in strategic discussions to help political clients achieve their goals; developed client proposals and presentations; executed projects involving quantitative analysis, industry research, and strategy development.	<a href="https://www.linkedin.com/in/katherine-swanson/">https://www.linkedin.com/in/katherine-swanson/</a>	
Katherine C. Swanson	General Geographic Information Systems	National Consortium for the Study of Terrorism and Violent Extremism	Jan 2016 - May 2016	College Park, MD	Aided Geographic Information Systems team in project support; contributed to projects including network analysis of ISIS foreign fighter networks, radiation plume modeling and detection, and identifying illegal border crossing strategies.	<a href="https://www.linkedin.com/in/katherine-swanson/">https://www.linkedin.com/in/katherine-swanson/</a>	
Katherine C. Swanson	Intern, The White House Office of Political Affairs	The White House	Jan 2015 - May 2015	Washington, DC	Assisted with organization and research of public polling data daily; prepared analytical graphs; prepared and edited event memorandums for President Obama; organized and sent daily press clips to office staff.	<a href="https://www.linkedin.com/in/katherine-swanson/">https://www.linkedin.com/in/katherine-swanson/</a>	1
Katherine C. Swanson	Dream Engineer	Dream Outside The Box	Jun 2014 - Aug 2014	Fort Worth, TX	Dream Outside The Box is a non-profit organization that works to expose children in underserved communities to new experiences that will broaden their horizons. As a Dream Engineer, I worked to keep our documents and projects organized, develop curriculum, and manage social media.	<a href="https://www.linkedin.com/in/katherine-swanson/">https://www.linkedin.com/in/katherine-swanson/</a>	
Katherine C. Swanson	Intern, Political Department	Wendy R. Davis for Senate	May 2014 - Aug 2014	Fort Worth, TX	Aide to Regional Political Director Steven Valles, helped develop strategies to support campaign; assisted in staffing Senator Davis at events; assisted in scheduling and briefing Senator Davis.	<a href="https://www.linkedin.com/in/katherine-swanson/">https://www.linkedin.com/in/katherine-swanson/</a>	1
Katherine C. Swanson	Intern, Political Department	EMILY's List	Sep 2013 - Dec 2013	Washington, DC	Researched and organized data on potential endorsements of candidates and on endorsed candidates; aided political department in organization and planning of Political Opportunity Program trainings, local events and gatherings of supporters of EMILY's List.	<a href="https://www.linkedin.com/in/katherine-swanson/">https://www.linkedin.com/in/katherine-swanson/</a>	1
Katherine C. Swanson	Intern, Outreach Coordination	State Senator Wendy Davis	Mar 2013 - Aug 2013	Fort Worth, TX	Worked with Outreach Coordinator Kam S. Phillips to create and coordinate inaugural District 10 Youth Civic Literacy & Leadership Camp to promote civic literacy among middle school students; wrote nine lessons in civic engagement curriculum; organized student application processes, volunteer recruitment, event space and daily schedule of camp; solicited and scheduled appearances of 10 elected officials and influential local community members as guest speakers. 60 student campers involved; Represented Senator Davis' district office at community events; Managed and communicated feedback from constituents, supporters and news media representatives following Senator Davis' nationally acclaimed filibuster in opposition to a bill restricting Texas women's access to health services.	<a href="https://www.linkedin.com/in/katherine-swanson/">https://www.linkedin.com/in/katherine-swanson/</a>	1
Katherine C. Swanson	Intern, Field Team	State Senator Wendy Davis	Aug 2012 - Nov 2012	Fort Worth, TX	Aided campaign staff in organizing and managing communication with voters, canvassed daily for State Senator Wendy R. Davis' senate campaign.	<a href="https://www.linkedin.com/in/katherine-swanson/">https://www.linkedin.com/in/katherine-swanson/</a>	1
Kendra Desrosiers	Creator Programs & Marketing Strategy	YouTube	Aug 2015 - Present	San Francisco, CA	<p>Launched YouTube's first-ever diversity creator marketing initiative: a series of campaigns, programs, experiential activities and research that drive creator brand perception and accelerate growth of content and creator fandoms that target key revenue and watch-time markets, multicultural, LGBTQ and women.</p> <p>Launched Multicultural Content Fund to drive multicultural influencer participation in the 2016 #VoteIRL election influencer video campaign, YouTube's most diverse and most successful direct-to-creator video prompt campaign to date which reached over 280M and 730M people on and off platform respectively. Campaign awarded Best Social Influencer PSA in 2017 London International Awards.</p> <p>Marketing lead responsible for driving go-to-market strategy, promotion, sponsorship, strategic partnerships and cross-functional execution of the first-ever FanFest in America. YouTube Black FanFest, a live show featuring top black social media influencers and musicians. Tickets sold out in 24 hours; on-site and livestream buzz drove YouTube Black FanFest to be the #1 Twitter trending topic in market.</p> <p>Conceived and drove end-to-end event strategy and cross-functional execution of first and second-annual YouTube Black Creator Summit, the largest private gathering of top black social media influencers from around the world with multi-day, celebrity-filled, conference programming. 2017 activation exceeded all brand sentiment benchmarks and garnered 4x more social impressions and 2x video uploads year over year.</p>	<a href="https://www.linkedin.com/in/kendra-desrosiers/">https://www.linkedin.com/in/kendra-desrosiers/</a>	
Kendra Desrosiers	Global Strategy & Platform Lead, Creator Community	Google	Aug 2013 - Aug 2015	San Francisco, CA	<p>Drove go-to-market strategy, platform development, measurement, international rollout, and day-to-day operations of YouTube's first-ever Creator Community platform, a content partnerships initiative that scales education, partner management services, support and creator-to-creator connection by leveraging online forums, social media and gamification.</p> <p>Managed technical and creative agency partner relationships and drove the development of use cases, product requirements, product roadmap, and end-to-end UX and UI design development and delivery for third-party community platform implementation in three languages across 17 countries.</p> <p>Coached and mentored eight international community managers on community best practices and tactics, direct managed North America community manager.</p>	<a href="https://www.linkedin.com/in/kendra-desrosiers/">https://www.linkedin.com/in/kendra-desrosiers/</a>	
Kendra Desrosiers	Solutions Marketing Manager (MBA Intern)	Yammer, Inc.	Jun 2012 - Aug 2012	San Francisco, CA	<p>Enterprise social networking SaaS company, Yammer was acquired by Microsoft at the start of my internship. During the summer transition, I served as one of four solutions marketing leads.</p> <p>Product Marketing - Developed strategic solution positioning, messaging, and sales collateral for sales team in the enterprise social media space including a pitch deck, reference booklet, web copy and product demo script and environment.</p> <p>Sales Enablement &amp; Training - Led solution certification training for US, EMEA &amp; APAC sales teams approx. 250 reps via broadcast and on-site.</p> <p>Marketing Research - Collaborated with sales, marketing, customer engagement and customer programs management to design a user survey to identify ROI and business value; Insights to be used in marketing materials, sales kits, and media releases.</p>	<a href="https://www.linkedin.com/in/kendra-desrosiers/">https://www.linkedin.com/in/kendra-desrosiers/</a>	
Kendra Desrosiers	Product Marketing Manager (MBA Intern)	HubSpot	Jun 2011 - Aug 2011	Greater Boston, MA	<p>Data-Driven Marketing Research - Conducted the annual ROI Report for external use on the effectiveness of HubSpot's marketing software through quantitative survey analysis and ROI excel modeling and developed complementary sales assets for use by 80 sales representatives.</p> <p>Product Marketing - Developed strategic marketing collateral in order to better facilitate the integration of the company's first acquisition, Performable.</p> <p>Content Marketing - Developed content for HubSpot's marketing blog to contribute to the company's lead generation strategy.</p>	<a href="https://www.linkedin.com/in/kendra-desrosiers/">https://www.linkedin.com/in/kendra-desrosiers/</a>	

					As Brand Management, I oversaw the rebranding of 25 Magazine as a niche urban arts, style and entertainment magazine.	
Kendra Desrosiers	Editor-in-chief & Publisher	25 Magazine	Sep 2007 - Aug 2011	Washington	As Editorial & Publishing Management, I developed and implemented editorial and business strategies for an award-winning entrepreneurial online publication and managed a cross-functional staff of over 40 people nationwide.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kendra Desrosiers	Special Correspondent	National Newspaper	Sep 2009 - Jun 2010	Washington	Awards: Black Weblog Awards, five nominations and one award for "Best Post Series" (2009); RockStar Awards, nomination for "Best Website" (2010). Wrote the lead story and edited supporting content for a food desert series on disparate access to healthy food in urban areas, awarded 1st place for in-depth reporting at the Society of Professional Journalists Region 2 Conference.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					Managed six field campus representatives for the GRAMMY U collegiate membership program in the D.C./MD/VA area.	
					As Market Development, I spearheaded collegiate market development initiative through strategic partnerships, events and offline and online marketing strategy in order to increase paid membership by over 400%. A company first for the D.C. market.	
					As Social Media Marketing, I developed and executed a social media strategy as part of a membership acquisition and market development initiative. Launched @GRAMMYU.	
Kendra Desrosiers	GRAMMY U Program Manager	The Recording Academy	Aug 2008 - May 2010	Washington	As Event Production & Creative, I produced events and programs that drove membership and exposed current Grammy U members to the entertainment industry. Designed GRAMMY U D.C. and Chapter event fliers, invitations and other marketing collateral.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kendra Desrosiers	Staff Writer	SKOPE Magazine	Jul 2006 - Nov 2007	Washington	Wrote features and reviews for a national entertainment print magazine including one of their largest cover stories on GRAMMY award-winning rapper, 50 Cent.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kendra Desrosiers	Arts Associate Editor	Format Magazine	Sep 2006 - Jun 2007	Washington	Managed "Deep Cover" section, developed content and wrote feature stories for online arts, culture and fashion magazine.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					I focus on video popularity and trending phenomena at YouTube, where I get to manage lots of fun projects and have what sounds like every 15-year-old's dream job.	
					Started on YouTube's News & Politics team and launched YouTube Trends in 2010. Now, I spend my time on cool community projects and other ongoing or experimental endeavors around popular videos and channels. Sometimes I put on a tie and explain the Harlem Shake on television.	
					Trends Manager 2010-2012 Head of Culture & Trends 2013-Present	
					Projects I have overseen/helped create: - YouTube Rewind (since 2010) - YouTube Nation (with DreamWorks Animation) - YouTube Trends - YouTube Spotlight	
Kevin Allocca	Head of Culture & Trends	YouTube (Google)	Sep 2010 - Present	Google NY	Other things that start with the word "YouTube"	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kevin Allocca	Editor, TVNewser	mediabistro.com	Jul 2009 - Sep 2010		Editor of leading television news industry site, TVNewser. Also the producer/host of the "Media Beat" interview series and the host/co-host/bad-joke-deliverer of the "Mad Men Recap" and "The Week in Advertising".	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kevin Allocca	Producer/Production Assistant	Etoile Productions	2006 - 2007	Greater Boston	Produced documentaries about Russian history. Got to travel to the edge of the world.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					Satire writer and video producer at the political humor site that later became Huffington Post Comedy. Originated the political supercut and was once described on MSNBC by Keith Olbermann as someone with "too much time on their hands."	
Kevin Allocca	Associate Editor	23/6 (Huffington Post)	2007 - 2009		Worked/researched/photoshopped my way up from intern and Editorial Assistant, my first real job in the big city.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kevin O'Brien	Senior Account Manager - Google Elections	Google	Jul 2016 - Present	Washington	Manage Google's Conservative independent expenditure political business for the 2016 election cycle by providing digital strategy for clients, assisting with creative ideation and testing, pitching new prospective groups and donors, and optimizing campaigns across AdWords, YouTube, and DoubleClick.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					Served as the dedicated product expert for Netflix, Disney, and NBC across the DoubleClick advertising stack including DoubleClick Campaign Manager, Bid Manager, and Rich Media, responsible for high-level consultative client engagements and implementation support. Worked cross functionally with Sales, Engineering, Product Teams, and Clients promoting new product adoption, filing feature requests, and driving incremental revenue.	
Kevin O'Brien	Ad Solutions Consultant	Google	Jul 2011 - Jun 2016	Greater Los Angeles	Completed a variety of competitive landscape and country level analysis for Google's Enterprise products including Cloud Computing, Drive for Work, and Chromebooks. Also drove data quality cleanups, forecasting initiatives, and vendor management projects.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kevin O'Brien	Sales Ops Rotation - Google for Work	Google	Jul 2014 - Sep 2014	London, UK	Project manager for a dedicated group of clients' large interactive online display advertising initiatives throughout the campaign lifecycle including creative conception, to implementation, to post campaign analysis. Directly supported top tier clients on the buy side of the DoubleClick suite of products.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kevin O'Brien	Campaign Manager, DoubleClick Rich Media	Google	Apr 2012 - Jun 2014	Greater Los Angeles	Worked on a team of 4 to manage a 20-client book of business with \$100 million of annual revenue. Optimized and expanded our client's digital advertising presence using Google's AdWords.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kevin O'Brien	Account Manager, Online Sales and Operations	Google	Jul 2011 - Apr 2012		Conducted industry research and created externally facing information one-sheets and sales pitch templates.	
Kevin O'Brien	Online Sales and Operations BOLD Intern	Google	Jun 2010 - Aug 2010		Generated sales leads, performed need assessment calls to prospective clients, and delivered sales pitches.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					Analyzed past expenditures to calculate the county's 2009 multi-million dollar budget. Maintained personal correspondence with bank managers to secure loans for county construction projects.	
Kevin O'Brien	Government Intern	Grant County Cor	May 2008 - Aug 2008		Assisted third-party consultants to limit inefficient government spending including energy costs and mailings.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Lee Dunn	Head of International Elections Outreach	Google	Mar 2018 - Present	Alexandria, VA	Serve as a representative of Google educating campaigns, candidates, voters, governments and policy makers about use of Google and YouTube for voter outreach, and online campaign security best practices.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					* Lead engagement with White House and executive and independent agencies, including Federal Communications Commission, Treasury Department, Department of Interior and Department of Justice	
					* Craft talking points, communications strategy and outreach strategy to engage Administration on issues such as digital taxation, global trade, digital commerce and copyright/trademark law	
Lee Dunn	Head of White House Outreach	Google	Mar 2017 - Mar 2018	Alexandria, VA	* Develop events to engage Administration with Google's products, services and users	<a href="https://www.linkedin.co">https://www.linkedin.co</a>

					<p>*Responsible for driving millions of dollars in revenue through creative consultation with clients using advertising products such as Google search, YouTube and DoubleClick.</p> <p>*Primary focus was Republican political campaigns (Presidential, Senate, House, Governor and local races), party committees (Republican National Committee, National Republican Senatorial Committee and National Republican Congressional Committee), Political Action Committees (ESA Fund, Senate Leadership Fund, One Nation, Congressional Leadership Fund and others) and right-of-center advocacy groups (National Rifle Association, American Unity Fund, Susan B Anthony's List and others).</p> <p>Managed team of eight sales executives to ensure superior customer service, creative consultation and targeted advertising execution.</p> <p>* Strong data analytics skills, advertising creation capabilities and ability to direct political messaging to complementary audiences.</p> <p>*Deep relationships with top political donors, candidates, campaign committees and political advertising agencies.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Lee Dunn	Head of Industry, Elections	Google	Jul 2015 - Mar 2017	Associate	<p>*Developed deep relationships with right-of-center think tanks and advocacy groups; hosted conservative bloggers luncheon with Heritage Foundation and increased digital presence and technology advocacy of such groups as Heritage Action, CATO Foundation, Americans for Tax Reform, American Enterprise Institute, Competitive Enterprise Institute, FreedomWorks and R Street Institute.</p> <p>*Worked closely with Progressive Outreach Manager in order to leverage relationships to host think tank events and policy debates</p> <p>*Organized and hosted dozens of events, from small business marketing rallies to policy discussions, to advance relationships between top Washington influencers and Google, to shape policy outcomes and to increase brand awareness.</p> <p>*Managed Google's relationship with the Senate Republican caucus, including 54 Republican Senators, hundreds of Congressional staff and dozens of campaign staffers.</p> <p>*Created and lead campaigns to promote technology policies and legislation to positively impact consumers and the technology industry.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Lee Dunn	Senior Counsel and Conservative Outreach	Google	Aug 2011 - Jun 2015	Associate	<p>United States Senate, Office of Senator John McCain, Washington, DC</p> <p>Senate Commerce Committee, Chairman John McCain, Washington, DC</p> <p>*Advised Senator McCain on technology, judiciary, healthcare, transportation and consumer issues by drafting legislation and developing strategic plans for passing legislation. Built coalitions of support for legislation by creating strong relationships with other Members of Congress and outside advocacy groups. Composed and edited speeches and press statements, and organized events for Senator McCain to support passage of legislation.</p> <p>*Provided counsel to Senator McCain regarding legal, ethics and election law matters and managed team of two to four legal clerks.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Lee Dunn	General Counsel	Office of Senator	Jan 2003 - Jul 2011	Associate	<p>Managed high-profile productions in Google's production studio, YouTube Space LA, where I developed premium partnerships, career and production opportunities and access to technology for top YouTube creators.</p> <p>Creative Development/Producing Projects:</p> <ul style="list-style-type: none"><li>- Managed production grants to fund innovative content from top creators. Led a team to optimize content, marketing and distribution strategy. Launched kids puppet series, sci-fi short film, music album &amp; global improv livestream</li><li>- Source, contract, budget, develop &amp; execute global creative programs across up to 9 spaces for YouTube creators. Ran Halloween Writer's Workshop with Skybound Entertainment of THE WALKING DEAD.</li></ul> <p>Digital Marketing Projects:</p> <ul style="list-style-type: none"><li>- Partnered w/ movie studios to develop &amp; produce original content with top YouTube creators to market films to millennials. Studios include Universal, Fox and Sony. Titles include MINIONS, TRAINWRECK, PAPER TOWNS, GOOSEBUMPS and PIXELS. Talent includes Amy Schumer, Bill Hader, Jack Black, Cara Delevingne, and John Green</li><li>- Managed production of 70+ videos/livestreams with 16M+ views &amp; 55M+ subscribers total</li></ul> <p>Social Good Projects:</p> <ul style="list-style-type: none"><li>- Managed elections production program, including partnering with marketing on our voter registration campaign. Led to production of +75 videos shot on our Oval Office and News set.</li><li>- Co-managed global women's program in US, Brazil, Tokyo and Europe to empower women on and off camera. Resulted in 150 global videos which premiered on International Women's Day.</li><li>- Developed and ran crisis response events around hot-button issues like violent extremism and racism to empower filmmakers and activists to broadcast their voice online. Partnered with Google Public Policy, Google.org, Marketing and Google Ideas</li></ul>	<a href="https://www.linkedin.co">https://www</a>	1
Mahin Ibrahim	Creative Development/Content Producer	YouTube	2012 - 2017	Greater Los Angeles	<p>Provided technical support, career opportunities and channel growth strategies to emerging YouTube creators.</p> <p>Technical Support/Channel Growth:</p> <ul style="list-style-type: none"><li>- Helped develop the YouTube-USC Creator Institute: a summer program for the next generation of filmmakers to learn how to create and market digital content. Created curriculum, taught classes, and livestreamed talks</li><li>- Managed \$200K in revenue for indie musicians and record labels. Provided technical support and channel growth strategies</li><li>- Managed \$500K in production resources to top YouTube creators, globally</li><li>- Produced, shot and edited +40 videos interviewing C-level executives &amp; entry-level employees on YouTube culture</li></ul>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Mahin Ibrahim	Content Partnerships Manager	YouTube	2010 - 2012	San Francisco	<p>Google Sales Account Manager. Worked with tech portfolio to create online marketing campaigns via Google ads to grow sales and launch products.</p> <p>Account Management:</p> <ul style="list-style-type: none"><li>- Drove online marketing strategy and managed \$2M for Tech advertisers.</li><li>- Met with C-level executives to pitch new Google advertising products and commit them to increased spend</li><li>- Selected to relocate to India for ~6 months to train and build out technical support team of 30. Developed team from the ground up, which now runs AdWords customer support operations</li></ul>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Mahin Ibrahim	AdWords Account Manager	Google	2005 - 2010	Mountain View		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Matt Cooke	Head of Partnerships & Training, Google	Google	Jul 2017 - Present	London, UK		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	

Matt Cooke	Google News Lab, Lead, UK, Ireland & N	Google	Feb 2015 - Jul 2017	London, U	<p>I lead the Google News Lab for the UK, Ireland and Nordics, a team dedicated to working with publishers to provide training, discuss innovative partnerships and experiments. In 2015, I helped launch the team in Europe and I have the opportunity of working with some of the most innovative journalists and newsrooms in the world.</p> <p>I lead one of our flagship partnerships with the European Journalism Centre where we've in 2015 we provided free training workshops to over 1200 people. During these events I have presented Google tools trainings, panel debates and run demonstrations to hundreds of journalists.</p> <p>I led Google's UK Election strategy which encompassed product launches on Search, consumer facing initiatives, social media campaigns and YouTube partnerships with 45+ publishers.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Matt Cooke	Product Marketing Manager, Google+	Google	2012 - Feb 2015	London, U	<p>In my first three years at Google, I worked in the consumer marketing team - largely leading on partnerships with NGO's, publishers and news providers. Managing a team of 6, we as a team connected and partnered with some of the biggest brands in the world: covering music, sport, news and politics.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Matt Cooke	Events Producer	Google	Nov 2011 - Oct 2012	London, U	<p>As an events producer I worked on numerous B2B and B2C projects across EMEA, managing budgets, external customers and enforcing strict brand guidelines.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Matt Cooke	Presenter/Reporter/Producer	BBC News	May 2004 - Nov 2011	UK	<p>BBC News, BBC London TV, BBC Three, BBC Midlands Today, BBC Political Programming</p> <p>- BBC London TV News, London May 2010 - Nov 2011 Reporter &amp; presenter filing for a number of BBC TV and Radio and online platforms</p> <p>- 60seconds News, BBC Three and E24, BBC News Channel March 2008 - Nov 2011 Presenter focusing on live news and features for younger demographic</p> <p>- BBC Midlands Today, Birmingham March 2009 - May 2010 Reporter, producer and presenter - covering a new patch and building new contacts</p> <p>- BBC London TV News, London May 2006 - March 2009 Home Affairs producer, video-journalist and general news producer - including coverage of the 21/7 bomb plot trials and teenage gun and knife crime</p> <p>- BBC Political programming, Millbank October 2005 - May 2006 Researcher working with Jeremy Vine on Local Elections 2006</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Matt Cooke	CRM Marketing - Internship	Hewlett Packard	2003 - 2004	Bracknell,	<p>I secured a competitive Internship at HP and was solely responsible for integrating a new CRM tool across EMEA, working to fixed deadlines, tight budgets and various external forces. The tool launched to time and is still used today.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Matthew Ogbeifun	Communications Director - Ryan Winkler	State of Minnesota	Sep 2017 - Mar 2018			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Matthew Ogbeifun	Communications Director - Alondra Cano	City of Minneapolis	Feb 2017 - Jul 2017	Greater Minneapolis-St. Paul Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Matthew Ogbeifun	Political Advertising Fellow	Google	Jun 2016 - Dec 2016	Washington	<ul style="list-style-type: none"> <li>Lead initiatives pivotal in scaling Google Elections sales efforts within Marketing, PR, events, and cross-functional team support.</li> <li>Helped political campaigns to raise funds, persuade, and mobilize supporters through online advertising; Search, Display, YouTube, and Programmatic advertising.</li> <li>Designed online advertising strategies and implement tactics to support client accounts and goals.</li> <li>Lead coordination with the US Multicultural Markets team to showcase trends and insights in both digital marketing and the growing Hispanic audience. Resulting in ~\$500-600K in sales activations.</li> <li>Facilitated event programming for both the Republican and Democratic Conventions.</li> <li>Executed projects involving quantitative analysis, industry research, and strategy development.</li> <li>Project managed the production of 7 election case studies.</li> <li>Lead research initiatives in Project Lifesaver to assess user needs when using Search for information related to police misconduct.</li> <li>Conducted User Experience research capturing user needs, values, and personal stories from key gHire user segments via ethnographic interviews, that will later serve as content for the vision video and website.</li> <li>Conducted User Experience research, A/B testing, designed growth strategy to expand use of coding app on college campuses.</li> <li>Assisted with production, UX testing, and marketing initiatives in YouTube Director App for Elections launch.</li> </ul>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Matthew Ogbeifun	Communications/Field Organizing Intern	Neighbors for Ilha	Dec 2015 - May 2016	Greater Minneapolis-St. Paul Area	<ul style="list-style-type: none"> <li>Composed, shot, and edited campaign video/photo content for social media and website.</li> <li>Persuaded residents of State Senate District 60B to vote for the candidate and ballot issues</li> <li>Served as caucus Precinct Captain and assisted new caucus goers in understanding the process</li> <li>Successfully ran as a Delegate and encouraged other supporters to do the same</li> </ul>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Matthew Ogbeifun	Communications Intern	Office of the Governor	Sep 2015 - May 2016	Greater Minneapolis-St. Paul Area	<ul style="list-style-type: none"> <li>Drafted Executive Order for establishment of Governor's Children's Cabinet Advisory Council</li> <li>Attend Governor's Children's Cabinet Meetings to assist with policy and communication tasks</li> <li>Assisted Governor's Administration with media monitoring to archive relevant news in Minnesota</li> <li>Attend press events with the Governor and Lieutenant Governor</li> <li>Transcribed and logged press conferences of the Governor and Lieutenant Governor</li> <li>Researched and drafted talking points for remarks from Lieutenant Governor</li> </ul>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Matthew Ogbeifun	Campus Editor-at-Large	The Huffington Post	Jul 2014 - May 2016	Greater Minneapolis-St. Paul Area	<ul style="list-style-type: none"> <li>Recruited college students to write for The Huffington Post's blogging platform.</li> <li>Pitching features, HuffPost Live segments and evergreen content.</li> <li>Blogged for HuffPost's various sections.</li> <li>Communicated regularly with Huffington Post Editors on campus-related news.</li> <li>Assist in planning any campus projects (namely the HuffPost #SleepRevolution College Tour).</li> </ul>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>



Matthew Ogbeifun	Founder, Executive Producer, and Senior Producer	G-TV	Jul 2013 - May 2016	Greater Minneapolis-St. Paul	<ul style="list-style-type: none"> <li>Established the University of Minnesota's first student-run nonprofit multimedia broadcast organization</li> <li>Facilitated collaborative partnerships with various departments, student groups, and companies.</li> <li>Developed original programming; news, mini-documentaries and interviews with special guests.</li> <li>Launched "Students in Media" seminars, with renowned media professionals as guest speakers.</li> <li>Developed a collective audience of 7,500+ people through various digital and social initiatives.</li> </ul>	https://www.linkedin.co
Matthew Ogbeifun	Production Intern for The Cycle/MSNBC Live	MSNBC	Jun 2015 - Sep 2015	New York City	<ul style="list-style-type: none"> <li>Co-produced "Rules of Engagement" series with MSNBC Chief Legal Correspondent, Ari Melber</li> <li>After "The Cycle" cancellation, assisted in execution of new "MSNBC Live 3pm" show</li> <li>Attend Campus 2 Career Events (Roundtable, Professional Essentials, etc.)</li> <li>Work directly with producers to assist in all stages of daily live news production</li> <li>Assisted with following breaking news, pitching story ideas and coordinating with guests</li> <li>Logged video interviews for news stories</li> </ul>	https://www.linkedin.co
Matthew Ogbeifun	Production Management Intern	Ordway Center for the Performing Arts	Jan 2015 - May 2015	St. Paul, MN	<ul style="list-style-type: none"> <li>Assist in the daily and long term operations, and activities of the Production Department.</li> <li>Coordinate show specific organizational duties and rehearsal preparation.</li> <li>Timely and accurate planning of events and programming at the Ordway Music and Concert Hall.</li> </ul>	https://www.linkedin.co
Matthew Ogbeifun	Project Manager/Account Executive	CLAgency	Dec 2014 - May 2015	Greater Minneapolis-St. Paul	<ul style="list-style-type: none"> <li>Developed and implemented of communication campaigns including social media, websites, video, newsletters and brochures.</li> <li>Provided content for publication on website and other distribution channels.</li> <li>Participated in weekly agency learning sessions with outside professionals.</li> </ul>	https://www.linkedin.co
Matthew Ogbeifun	Files Management Assistant - Psychology	U.S. Department of Health and Human Services	May 2014 - Nov 2014	Greater Minneapolis-St. Paul	<ul style="list-style-type: none"> <li>Established and implemented disposition protocols for files management project.</li> <li>Attended project meetings and provided updates.</li> <li>Successful completion of project resulted in promotion to Research Assistant.</li> <li>Attended Brain Cutting and Examinations, "Medicine Grand Rounds" seminars, and Medicine Research Conferences.</li> <li>Observed Autopsy Pathology.</li> <li>Observed practice oral exam for Board Certification in Clinical Neuropsychology.</li> <li>Observation of Neuropsychological testing with patient assent.</li> </ul>	https://www.linkedin.co
Maxwell Nunes	Digital Policy	Airbnb	Mar 2017 - Present	Greater New York City Area		https://www.linkedin.co
Maxwell Nunes	Digital	Hillary for America	Jun 2015 - Nov 2016	Brooklyn, NY		https://www.linkedin.co
Maxwell Nunes	Senior Account Executive	Bully Pulpit Interactive	Feb 2013 - Jun 2015	Washington D.C. Metro Area		https://www.linkedin.co
Maxwell Nunes	Political Advertising Fellow	Google	Jun 2012 - Nov 2012	Washington D.C. Metro Area		https://www.linkedin.co
Megan Washam	Associate Product Marketing Manager	Google	Sep 2017 - Present	Mountain View, CA	<ul style="list-style-type: none"> <li>Build partnerships with top priority agencies by leading high touch event strategy</li> <li>Lead scaled education initiatives for Partner agency ecosystem (~40,000 advertising agencies)</li> </ul>	https://www.linkedin.co
Megan Washam	Political Advertising Fellow	Google	Jun 2016 - Dec 2016	Washington D.C. Metro Area	<ul style="list-style-type: none"> <li>Managed and directly interfaced with ~40 Super Pac clients (supervised by the Senior Account Manager).</li> <li>Developed unique product solutions for political clients by working cross-functionally (Technical and non-technical teams, sales, billing, analytics)</li> </ul>	https://www.linkedin.co
Megan Washam	Marketing and Promotions Manager	Evangel University	Dec 2015 - May 2016	Springfield, MA	<ul style="list-style-type: none"> <li>Developed a clear brand strategy for student media backed up by primary and secondary research; leading to the growth of campus student body awareness and use of student media.</li> <li>Delegated promotional projects to students as an assistant teacher for Mass</li> </ul>	https://www.linkedin.co
Megan Washam	Freelance Marketing Consultant		Apr 2015 - May 2016	Springfield, MA	#NAME?	https://www.linkedin.co
Megan Washam	Search/Paid Media Intern	Freelance Market	Jun 2015 - Aug 2015	Dallas/Fort Worth Metro Area	<ul style="list-style-type: none"> <li>Improved paid search performance for clients such as Service King and Thomson Reuters by writing new ad copy and optimizing campaigns.</li> <li>Assisted clients in understanding the technical aspects of search and communicated campaign performance by updating</li> </ul>	https://www.linkedin.co
Megan Washam	Intern	Sports Information	Aug 2014 - Dec 2014	Springfield, MA	#NAME?	https://www.linkedin.co
Megan Washam	City Host	Center for Student Leadership	May 2014 - Aug 2014	Houston, TX	<ul style="list-style-type: none"> <li>Led and trained groups of 12+ while working in inner city Houston</li> <li>Supervised service projects and volunteering at non-profit organizations</li> <li>Budgeted for food and activities for trips of five or more days; maintained accounting information for each week</li> </ul>	https://www.linkedin.co
Melissa Nitti	U.S. Public Affairs Manager	Google	Mar 2013 - Present	Washington D.C. Metro Area	<ul style="list-style-type: none"> <li>Manage Democratic partnerships for the 2016 elections, including for the Democratic National Convention and Democratic presidential primary debates.</li> <li>Oversee national public affairs initiatives and policy narratives related to Google's U.S. economic and</li> </ul>	https://www.linkedin.co
Melissa Nitti	Deputy Creative Director	Presidential Inauguration	Dec 2012 - Feb 2013	Washington D.C. Metro Area	<ul style="list-style-type: none"> <li>Managed program and creative content for the Kids' Inaugural concert for military families, hosted by First Lady Michelle Obama and Dr. Jill Biden with performances by Katy Perry, Usher and other celebrities.</li> <li>Crafted and integrated military family messages</li> </ul>	https://www.linkedin.co
Melissa Nitti	Deputy Director of Message and Media	Obama for America	Oct 2011 - Dec 2012	Chicago, IL	<ul style="list-style-type: none"> <li>Managed main stage programming for the 2012 Democratic National Convention. Coordinated the three-day primetime television event's speaker and entertainment lineup, speech review process and media production.</li> <li>Produced detailed message and issue briefs</li> </ul>	https://www.linkedin.co
Melissa Nitti	Press Secretary	U.S. Department of Health and Human Services	May 2010 - Oct 2011	Washington D.C. Metro Area	<ul style="list-style-type: none"> <li>Developed and executed communications strategies for regional, consumer and specialty media on the benefits of the landmark health reform law, the Affordable Care Act.</li> <li>Served as spokesperson on complex health reform, children's and women's health issues</li> </ul>	https://www.linkedin.co
Melissa Nitti	Principal	ASGK Public Strategies	Jan 2009 - May 2010	Chicago, IL	<ul style="list-style-type: none"> <li>Managed message and media strategies for non-profits, campaigns and corporations seeking to impact regulatory outcomes or brand elevation.</li> </ul>	https://www.linkedin.co
Melissa Nitti	Regional Press Secretary	Obama for America	Jul 2008 - Dec 2008	Missouri	<ul style="list-style-type: none"> <li>Served as campaign spokesperson for Missouri's largest media market. Produced and staffed earned media events and interviews with campaign principals, including the President, Vice President, and First Lady, as well as national and state surrogates, including celebrities and elected officials. Organized bracketing events with campaign surrogates to amplify major campaign rallies and speeches.</li> </ul>	https://www.linkedin.co
Melissa Nitti	Account Manager	Griffin Schake	Mar 2006 - Apr 2008	Los Angeles	<ul style="list-style-type: none"> <li>Managed press strategy for special projects for then-California First Lady Maria Shriver, including the annual Women's Conference and statewide service initiatives. Served as global press coordinator for Live Earth, the Concerts for a Climate in Crisis, hosted by Vice President Al Gore. Produced monthly event series for The California Endowment, California's largest health foundation.</li> </ul>	https://www.linkedin.co
Melissa Nitti	Production Coordinator	The Strategy Group	Jan 2004 - Dec 2004	Los Angeles		https://www.linkedin.co
Merrill Anovick	Global Marketing Lead, Android (Go edition)	Google	Jan 2018 - Present	Mountain View, CA		https://www.linkedin.co
Merrill Anovick	Product Marketing Manager, Project Fi	Google	Oct 2015 - Dec 2017	Mountain View, CA		https://www.linkedin.co
Merrill Anovick	Associate Product Marketing Manager, Chrome	Google	Sep 2014 - Sep 2015	Mountain View, CA		https://www.linkedin.co
Merrill Anovick	Associate Product Marketing Manager, Inbox	Google	May 2013 - Aug 2013	Mountain View, CA		https://www.linkedin.co
Merrill Anovick	Political Advertising Sales Intern	Google	Jun 2012 - Nov 2012	Washington D.C. Metro Area		https://www.linkedin.co
Merrill Anovick	Summer Analyst	Bravia Capital	May 2011 - Aug 2011	Greater New York City Area	Summer analyst at small Private Equity firm focused on transportation and logistics	https://www.linkedin.co
Merrill Anovick	Intern	Chris Christie for Governor	Jun 2009 - Nov 2009	Parsippany, NJ		https://www.linkedin.co
Michael Berg	Research Associate, Ketchum Global Research	Ketchum	Jan 2017 - Sep 2017	Washington D.C. Metro Area		https://www.linkedin.co

					<p>~iEnsured timely release of Google election products including Early Vote Lookup, Sample Ballot, and Polling Place Finder through extensive outreach to elections officials and open source research</p> <p>~iTriaged incoming feedback and error reports to diagnose, reproduce, and resolve issues reported by Google.Âs users</p> <p>~iPerformed outreach to campaign officials to procure policy stances for Google.Âs Candidate Cards</p>		
Michael Berg	QA Specialist, 2016 Election Products	Google	Aug 2016 -Âi Nov 2016	Washingto	Contracted through the 2016 election	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
					<p>~iPerformed political research for statewide and US House campaigns through publicly available records</p> <p>~iDrafted talking points for use by political candidates and surrogates to create a contrast message</p> <p>~iAssisted with management of six field research analysts to monitor opposing candidates</p> <p>Created press pitches for clients to get their message into the public space</p>		
Michael Berg	Research Analyst - State And U.S. House	America Rising LLC	Jul 2015 -Âi Aug 2016	Washingto	Wrote blog posts optimized for social-media sharing	<a href="https://www">https://www</a>	1
					<p>~iPerformed research and monitored media for news relevant to the Speaker</p> <p>~iOptimized the constituent mailing list in an Excel database</p>		
Michael Berg	Campaign Intern	Friends of John B	Apr 2015 -Âi May 2015	West Ches	~iAssisted with the organization of sponsors for the "AuBoehner Birdie Hunt" fundraiser	<a href="https://www">https://www</a>	1
					<p>~iCompleted an internship at the United States House of Representatives as a press/social media intern</p> <p>Ran social media accounts for the office</p> <p>~i</p>		
Michael Berg	Miami University Inside Washington Progr	U.S. House of Re	May 2014 -Âi Aug 2014	Washingto	Articulated the office.Âs stance on issues by drafting constituent response letters	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Michael Berg	Intern	Ohio Republican	Dec 2013 -Âi Jan 2014	Columbus,	Performed both open source and field political research	<a href="https://www">https://www</a>	1
					<p>~i work in Google.Âs strategic product area for emerging markets.</p> <p>~i Lead a team of 15 software engineers, designers and researchers to build Android apps and test across India</p> <p>~i Design and run research studies in India, Indonesia and Nigeria looking at local communities, small businesses and local language use with technology.</p>		
Michael Gribben	Product Manager	Google	Sep 2016 -Âi Apr 2018	Sydney, A		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
					<p>Joined a cohort of 40 recent graduates in Google.Âs flagship leadership program.</p> <p>~i</p> <p>~i Managed the infrastructure for Google.Âs external documentation, including the site for Android, Google Cloud and Firebase developers-, with more than a billion monthly pageviews.</p> <p>~i Project managed and helped design the onboarding experience and documentation across multiple surfaces for Firebase 2.0.</p> <p>Within the APM program, helped organise multiple research trips to other industries, including technology use in the 2016 presidential elections in Washington, the future of urban planning and civic engagement in New York, and to meet with major technology companies in China.</p>		
Michael Gribben	Associate Product Manager	Google	Jul 2015 -Âi Sep 2016	Mountain V		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Michael Gribben	Associate Product Manager Intern	Google	May 2014 -Âi Aug 2014	Mountain V	Google Analytics	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Michael Gribben	Undergraduate Research Scholar	Institute for Quan	Aug 2013 -Âi Feb 2014	Cambridge		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Michael Gribben	Course Assistant	Harvard University	Sep 2012 -Âi Dec 2013	Cambridge		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Michael Gribben	Research Fellow	Harvard Behavior	Jun 2013 -Âi Aug 2013	Cambridge		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Michael Gribben	International Committee Member	Liberal Youth	Jun 2012 -Âi Jun 2013			<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Michael Gribben	Research Intern	No Labels	Jul 2012 -Âi Aug 2012	Washingto		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
					<p>Assisted the management of the academy trust in drawing up a proposal for a new 16-19 STEM college.</p> <p>Researched alternative school structures as well as recent academic research in education and pedagogy in order to put together a convincing and innovative vision for the college.</p>		
Michael Gribben	Research Assistant	Wootton Academ	Jan 2012 -Âi Jan 2012	Bedford, U		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Michael Gribben	Crew Member	McDonald's Corp	Mar 2010 -Âi Jul 2011	Bedford, U	Worked in customer satisfaction and interacting with the public.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
					<p>Financial officer of my company which designed, built and sold a product for a profit as part of the national Young Enterprise competition.</p> <p>Allocated the budget, sold shares, and communicated with the bank.</p> <p>We were one of few that were offered a chance to be incorporated into a private limited company.</p>		
Michael Gribben	Participant	Young Enterprise	Sep 2009 -Âi May 2010	Bedford, U		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Michael Gribben	Web Page Design Assistant	Xigen Design	May 2008 -Âi May 2008	Bedford, U	Learnt how to create corporate websites and performed upkeep work on clients.Âs websites.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Michael Hogan	Product Manager - International Elections	Facebook	Jul 2017 -Âi Present			<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Michael Hogan	Partner Manager - Civics & Elections	Google	Aug 2014 -Âi Jun 2017			<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Michael Hogan	Program Manager - Access Africa	Google	Jul 2015 -Âi May 2016		Program Manager on Access Africa	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Michael Hogan	Partner Operations Manager	Google	Dec 2012 -Âi Jul 2015		Elections & Civics, August 2014 - July 2015	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Michael Hogan	Market Analyst - Product Content	Zywave	Sep 2010 -Âi Nov 2012		Google Wallet, December 2012 - August 2014	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Natasha V Sachs	Principal, Partnerships	Coursera	Feb 2018 -Âi Present	San Franc		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Natasha V Sachs	Regional Partnership Manager	Coursera	Jul 2016 -Âi Jan 2018	San Franc		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
					<p>- Grew a portfolio of top high-performing and strategic universities by maximizing engagement with the platform, developing a shared growth strategy, and advising on the acquisition of a high-demand educational content library</p>		
Natasha V Sachs	Strategic Partnerships	Coursera	Mar 2015 -Âi Jul 2016	San Franc	~iOversaw New Business Devel	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Natasha V Sachs	U.S. Elections	Google	Jan 2014 -Âi Mar 2015	Washingto		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Natasha V Sachs	Account Manager, Large Customer Sales	Google	Nov 2010 -Âi Dec 2013	Dublin, Ire		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Natasha V Sachs	Assistant Producer	NBC News	Oct 2009 -Âi Oct 2010	London, U		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Noah Resnick	Account Manager - Elections	Google	Nov 2015 -Âi Mar 2017	Washingto		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Noah Resnick	Associate Account Strategist	Google	Sep 2014 -Âi Nov 2015	Ann Arbor,		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Noah Resnick	Digital Marketing Fellow	Bully Pulpit Intern	Sep 2013 -Âi Dec 2013	Washingto		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Noah Resnick	BOLD Intern - SMB Sales	Google	May 2013 -Âi Aug 2013	Ann Arbor,		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Noah Resnick	Elections Intern	Google	Jun 2012 -Âi Nov 2012	Washingto		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Noah Resnick	New Media Intern	APCO Worldwide	Jan 2012 -Âi May 2012	Washingto		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Noah Resnick	Mobilization Associate	StudentsFirst	Aug 2011 -Âi Jan 2012	Washingto		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Noah Resnick	New Media and Operations	Alan Khazel for M	May 2011 -Âi Aug 2011	Greater Bo		<a href="https://www">https://www</a>	1
Noah Resnick	Field Intern	Deval Patrick Can	Jun 2010 -Âi Aug 2010			<a href="https://www">https://www</a>	1
					<p>Managing and driving the strategy for the News team vertical of the revamped Global Content Partnership organization. Responsible for strengthening partnerships with top global news publishers and broadcasters.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Peter Greenberger	Director of Global Content Partnerships, f	Twitter, Inc.	Oct 2016 -Âi Present	Washingto		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
					<p>Build and develop C-level regional relationships with Twitter's largest global clients and agency partners across APAC &amp; MENA. Launch and oversee Twitter's advertising business in Russia. Established the Hong Kong office for Twitter, hired and managed a team of three focused on Greater China export sales.</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>	
Peter Greenberger	Director, Global Brands & Agencies APAC	Twitter	Sep 2014 -Âi Oct 2016	Singapore		<a href="https://www.linkedin.co">https://www.linkedin.co</a>	

Peter Greenberger	Director, Washington Sales	Twitter	Sep 2011 - Sep 2014	Washington	Launched and led Twitter's sales team in DC focused on political campaigns, issue advocacy groups, trade associations, nonprofits & faith-based organizations, government and corporate reputation initiatives. Guided global political campaigns working with teams in Latin America, the UK and Asia.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Peter Greenberger	Head of Industry Relations & Head of Ind	Google	Apr 2009 - Sep 2011		Managed Google's political and government ad sales teams in addition to starting and overseeing the company's first Industry Relations team focused on improving Google's relationships in the advertising industry.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Peter Greenberger	Team Manager, Elections & Issue Advoc	Google, Inc.	May 2007 - Mar 2009		Build and manage the new Elections & Issue Advocacy advertising sales team at Google.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Peter Greenberger	Business Development	New Media Strate	Mar 2005 - May 2007		Public Affairs and Political Outreach	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Peter Greenberger	Campaign Manager	Brad Carson for U	Apr 2004 - Dec 2004		Managed the budget, the campaign staff, consultants, and candidate's time as well as helped shape the narrative for the cycle's "Best Run Democratic Senate Campaign" (according to Stu Rothenberg – and who am I to disagree?).	<a href="https://www">https://www</a> 1
Peter Greenberger	NH State Director	Joe Lieberman fo	Jan 2003 - Feb 2004		Managed the New Hampshire presidential primary campaign of Senator Joe Lieberman.	<a href="https://www">https://www</a> 1
Peter Greenberger	Account Representative	BSMG Worldwide	2001 - 2001		Contributed to the marketing and communications strategies of large financial sector associations, including NAIFA and LIFE.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Peter Greenberger	Western PA State Director	Gore/Lieberman	Mar 2000 - Nov 2000		Oversaw all operations, earned media and campaign activity in the western half of Pennsylvania for Vice President Al Gore's 2000 presidential campaign.	<a href="https://www">https://www</a> 1
Peter Greenberger	New Hampshire Trip Director	Gore 2000	1999 - 2000		Coordinated with the Vice President's team in Washington to schedule and implement all campaign travel to the state of New Hampshire for the Vice President, Tipper Gore, Cabinet members, Senators and other VIPs.	<a href="https://www">https://www</a> 1
Peter Greenberger	Office of Legislative Affairs	The White House	Sep 1997 - Aug 1998	Washington	Responsible for coordinating all written communication between the President and US Congress ranging from personal correspondence to veto letters.	<a href="https://www">https://www</a> 1
Peter Greenberger	NH State Political Director	Clinton/Gore	1995 - 1996		One of the youngest political directors in the country for the Clinton/Gore 1996 team. Managed all political activity in the state on behalf of the presidential campaign.	<a href="https://www">https://www</a> 1
Rajneil Kamath	Co Founder	Glance Media Te	Feb 2016 - Jan 2017	New Delhi	Glance was a local language news and content app providing timely, relevant and useful information to users at a Glance. As a co-founder, I looked after product development, partnerships, content strategy, investor relations and day to day operations of the company.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Rajneil Kamath	Public Policy and Government Affairs An	Google	Jul 2014 - Jan 2016	Gurgaon, I	- Developed Google's public policy position and campaign on various policy issues. Engaged policy makers, industry bodies and civil society to advance policy agendas - Worked on Startups Policy and how India can create a more vibrant ecosystem for start	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Rajneil Kamath	New Account Sales Strategist	Google	Jan 2014 - Jun 2014	Gurgaon, I	- Account manager for Google's new SMB advertising clients - Worked with 100+ clients that included upcoming brands and established brands - Consistently met sales targets and other attributes by a wide margin - As a "Google 20%er," analyzed Google search data during 2014 India elections to predict election and voter trends. Published analysis through infographics and special media features	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Rajneil Kamath	Associate Account Strategist	Google	Jul 2011 - Dec 2013	Delhi	- Monitored the quality of advertiser Adwords content on Google and partner websites. Led internal trainings on Adwords policies, enforcement and quality control. - Led a team revamping the process detecting unauthorized trademark use by clients advertisi	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Rajneil Kamath	Co-Founder and Managing Partner	Interface Viral	May 2010 - Mar 2012		Interface Viral provides assistance to companies in the field of online marketing through the use of Social media, and other online marketing techniques, and also offline marketing techniques and ideas. We aim to integrate online and offline marketing activities to create extra value to the brand and reach a wider audience through low cost methods.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Rajneil Kamath	Intern	Web18 Software	Aug 2010 - Dec 2010	Noida Area	- Developed a social media strategy for Web 18 properties - Conducted social media engagement activities which increased follower and user metrics for the news brands of Web 18	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Rajneil Kamath	Associate Learner	Brand Calculus F	Jul 2009 - Jul 2010		Planned and Executed a Social Media strategy to enhance visibility and branding in the early days of social media and internet penetration in India	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Rajneil Kamath	RTI Project Coordinator	The YP Foundati	2008 - 2009			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Ramya Raghavan	Head of Marketing, Civics and News	Google	Jan 2016 - Present	San Franci		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Ramya Raghavan	Head of Brand Marketing, EMEA	Google	Aug 2014 - Jan 2016	London, U	Led Google's brand marketing strategy, programs and efforts across Europe, Middle East and Africa, partnering with PR, policy and local country teams. Projects include:  - Hidden Cities, a partnership with Financial Times, leveraging Google Maps to get the most out of European capitals (British Media Awards Partnership of the Year 2016) - Europe on Stage, a showcase of YouTube's diverse European creators and now Brussels' premier annual event - Statements campaign (online, print, DOOH) to communicate Google's intent across London, in partnership with Google's Creative Lab.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Ramya Raghavan	Head of Politics and Causes for Google+	Google	Jan 2013 - Aug 2014	Mountain V	Managed team to create partnerships and programming with government agencies, political candidates, Members of Congress, nonprofit organizations, activists and other socially-responsible actors. Recent projects include:  - Fireside Hangouts, a series of news-driven conversations between the American people and top White House officials, including Vice-President Biden on gun control, President Obama following the State of the Union and First Lady Michelle Obama on Let's Move. - Giving Tuesday Hangout-a-thon with Mashable to raise funds and awareness for 24 nonprofit organizations through twelve hours of live Hangout programming. - Hangout programming with Secretary of State John Kerry to discuss Syria and other pressing policy issues, partnering with MSNBC, New York Times and the State Department.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Ramya Raghavan	News and Politics Manager	YouTube	Jan 2010 - Jan 2013	San Bruno	- Drove 2012 YouTube U.S. Election strategy, with partners the Democratic National Convention, Republican National Convention, ABC, Phil DeFranco, BuzzFeed, Al Jazeera, Univision, New York Times and Wall Street Journal. - Led development and execution of YouTube/Google+ interview with President Obama, featuring the first-ever Presidential Hangout - Developed Fox News/Google Debate, the highest-rated cable debate of the 2012 primary election cycle with over 6.1 million broadcast viewers. - Created and executed YouTube World View, a series of monthly interviews with the world's foremost leaders including President Barack Obama, P.M. David Cameron, P.M. Benjamin Netanyahu, President Kagame, EU President Barroso, and more.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Ramya Raghavan	Nonprofits and Activism Manager	YouTube	May 2008 - Jan 2013	San Bruno	- Built and actively managed the YouTube Nonprofit Program to offer premium product and branding features to over 20,000 nonprofit organizations; led global expansion to Canada, UK and Australia. - Worked with product team to create features like external annotations and call-to-action overlays, which allow people to donate directly from the video screen; drove offering of live-streaming for nonprofits. - Served as editorial voice for cause-related content on the YouTube blog, homepage and spotlight areas and served as spokesperson for YouTube for Nonprofits. - Developed cause-related marketing programs with marquee partners like the Cannes Advertising Festival, MTV, United Nations, ONE Campaign, Enough Project, Stand Up 2 Cancer, Amnesty International, Humane Society and more.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>

					<p>Ag Managed network of Campus Progress student representatives, chapters, and national student advisory board members through phone calls, emails, and in-person visits.</p> <p>Ag Built social media presence across multiple platforms, including Facebook, MySpace, and YouTube.</p> <p>Ag Managed outgoing communications in conjunction with larger CAP Communications team.</p>			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Ramya Raghavan	Communications and Outreach Manager	Center for America	May 2006 - May 2008	Washington				
Ramya Raghavan	Special Events and Communications	Advocates for Ch	Jun 2005 - Aug 2005	New York,				<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Worked cross-functionally with sales, product, marketing and legal teams to strategize, negotiate, and manage complex annual partnership agreements with global advertising agency holding companies.</p> <p>Ag Build strategic media vision that drives large multi-product Snapchat partnerships enabling clients to achieve branding objectives.</p> <p>Ag Responsible for strategizing, negotiating and activating the first multi-market upfront trading agreement with a global agency holding company in company history.</p> <p>Ag Promoted from Head of Political Advertising/Sales Manager.</p>			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Rob Salterman	Global Agency Partner	Snapchat, Inc.	Nov 2016 - Dec 2017	Greater Ne				
					<p>Created team to spearhead ad partnerships with political campaigns and advocacy groups during 2016 election, building revenue to millions of dollars. Joined as one of the first ten client-facing sales employees, and expanded role to manage sales teams working with numerous corporate brands.</p> <p>Ag Recognized alongside Eric Schmidt and David Plouffe on Wired list of '20 Tech Insiders Defining the 2016 Campaign.'</p> <p>Ag Worked with brands including Subway, Revlon, and Delta Airlines on their initial investments in Snapchat advertising.</p>			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Rob Salterman	Head of Political Advertising/Sales Manag	Snapchat, Inc.	May 2015 - Nov 2016	Greater Ne				
					<p>TEAM LEAD, U.S. POLITICS (April 2014-May 2015)/SENIOR ACCOUNT EXECUTIVE, U.S. POLITICS (September 2011-April 2014)</p> <p>Led Google's paid media partnerships with political campaigns and independent expenditure organizations, driving adoption of search, display, YouTube, and programmatic video advertising for branding and direct response.</p> <p>Ag Managed team focused on pitching, implementing, and optimizing digital advertising for 80+ clients.</p> <p>Ag Constructed digital communications strategies for advertisers, helping them adopt data-driven approaches to build their brands and capitalize on breaking news events with targeted messaging across digital platforms.</p> <p>Ag Developed and reported on key revenue and non-revenue metrics of success. Analyzed data trends and client performance, develop strategic sales plans, and lead preparation and delivery of strategic sales presentations and narratives.</p> <p>Ag Worked with political advertising clients to scale and optimize media buys programmatically through Google's DoubleClick Bid Manager demand-side platform (DSP), which offers access to display ad inventory across ad exchanges, while using data to target the right audiences and placements and optimizing bids in real-time for maximum campaign performance.</p> <p>Ag Represented Google on panel discussions with industry peers and journalists, and partnered with Google's marketing team on scalable content for elections marketing sales narratives. Spearheaded extensive Google-funded research on media consumption habits of likely voters cited by the Washington Post and numerous industry thought-leaders.</p> <p>Ag Partnered with Google's Government Relations team to impact policy outcomes and further relationships with elected officials and with Communications team on earned media strategy including front-page New York Times article focusing on Google political advertising team headlined: 'Campaigns Find Ad Space Finite, Even on the Web.'</p>			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Rob Salterman	Team Lead, U.S. Politics/Senior Account	Google	Sep 2011 - May 2015	Washington				
Rob Salterman	MBA Intern	Bloomberg LP	Jun 2010 - Aug 2010	Greater Ne				<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Designed and implemented communications strategy for former President George W. Bush following his departure from the White House, interacting daily with the former President and advising him on all media-related issues.</p> <p>Ag Served as primary press spokesman for former President and Mrs. Bush and the George W. Bush Foundation.</p> <p>Ag Briefed and staffed former President Bush for high-level meetings and speeches in the U.S., Canada, and China.</p>			
Rob Salterman	Communications Director	Office of George	Jan 2009 - Jul 2009	Dallas/Fort				<a href="https://www">https://www</a> 1
					<p>Served as the Department's press spokesman on international economic policy; drafted and edited speeches, op-eds, statements, and talking points; developed relationships with reporters; prepared senior officials for interviews.</p> <p>Ag Managed Treasury's strategic messaging and provided policy guidance to senior officials on domestic and international responses to the global financial crisis, including G-8 and G-20 Finance Minister Meetings.</p> <p>Ag Developed Treasury's communications strategy and provided policy input related to sovereign wealth funds (SWFs). Represented Treasury in meetings with SWF leadership in China, Kuwait, Qatar, and the UAE.</p> <p>Ag Created strategic communications plans for travel by senior Treasury officials to more than 15 countries, working with international media on trips to sensitive areas including China and the Middle East.</p>			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Rob Salterman	Spokesman, International Affairs	Department of Tr	Jan 2008 - Jan 2009	Washington				
					<p>COMMUNICATIONS ADVISOR, NATIONAL ECONOMIC COUNCIL AND COUNCIL OF ECONOMIC ADVISERS (May 2007-January 2008)</p> <p>Developed communications strategies and rollout plans for economic policy agenda items and economic indicators.</p> <p>Ag Member of White House Press Office duty rotation, which provides official 24/7 reaction to breaking news.</p> <p>DIRECTOR OF RAPID RESPONSE (February 2006-May 2007)</p> <p>Lead writer for all White House policy fact sheets, including State of the Union Address policy books, translating complicated policy issues into concise documents distributed to the media, government officials, and general public.</p> <p>Ag Produced rapid response facts sheets to promptly address misleading news reports.</p> <p>Ag Wrote Presidential statements and Q&amp;A guidance preparing the President for interviews and press conferences.</p> <p>Ag Promoted to Communications Advisor.</p>			<a href="https://www">https://www</a> 1
Rob Salterman	Communications Advisor/Director of Rapid	The White House	Feb 2006 - Jan 2008	Washington				<a href="https://www">https://www</a> 1
Rob Salterman	Director of Strategic Communications	Republican Nation	Nov 2004 - Feb 2006	Washington				<a href="https://www">https://www</a> 1
Rob Salterman	Deputy Director of Rapid Response	Bush-Cheney '04	Jan 2004 - Nov 2004	Washington				<a href="https://www">https://www</a> 1
Sam Swartz	Consultant	Laura and John	Sep 2017 - Present					<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Develop and advise on strategy and help make and manage investments.</p> <p>Worked as a policy advisor in Executive Office of AG Kamala Harris and drove implementation on multiple initiatives for the AG's leadership team while in law school and during law school summers.</p> <p>Innovation Team Lead - Oversaw team of 5 in development of the Office of Innovation &amp; Performance Improvement, an effort to improve operations and increase policy impact across 5000-person org using data, digital, design, and behavioral tools.</p> <p>Product Manager, OpenJustice - Initiative lead and founding PM for creation and launch of OpenJustice (openjustice.doj.ca.gov) A data-driven criminal justice accountability initiative and platform. Helped take team from concept to launch in 4 months, managing product, data-analysis, stakeholders, policy, comms, legal. (Link: <a href="http://openjustice.doj.ca.gov">http://openjustice.doj.ca.gov</a>)</p>			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sam Swartz	Policy Advisor / Doer (part-time, 1L & 2L	Office of Attorney	May 2015 - Jan 2017					<a href="https://www.linkedin.co">https://www.linkedin.co</a>

					<p>AtWest Wing domestic policy aide, process manager. Coordinated domestic policy and communications on range of high-stakes issues with Cabinet-level agencies and across the Administration.</p> <p>AtIPM/CoS for creation and launch of President Obama's My Brother, A's Keeper initiative. As CoS for the initiative I helped design and develop the concept, manage and coordinate the work of a large multi-functional and multi-sector team, and helped drive White House, agency, foundations and external partners and process from idea to implementation.</p>	
Sam Swartz	Special Assistant to the Cabinet Secretary	The White House	Mar 2013 - Jul 2014	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sam Swartz	Business Development & Client Lead, E	Google	Feb 2011 - Mar 2013		Member of startup team within Google that worked with large political campaigns and issue advocacy groups on digital advertising & growth strategies. Managed multi-million dollar book of business & high profile relationships, led outreach, growth, strategy, for progressive clients.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sam Swartz	Communications Director	Elaine Marshall fo	2010 - 2010		Developed and executed communications strategy; responsible for all comms outputs on top-tier 2010 U.S. Senate campaign; served as press secretary and on-the-record spokesperson for national and local media; managed policy development process and debate & candidate preparation.	<a href="https://www">https://www</a> 1
Sam Swartz	Associate, Program Management & Rese	Cambodian Minist	Jul 2008 - Sep 2009	Phnom Penh	AtAnalyst on nation-wide health sector strengthening effort. Helped design and implement quality improvements in provider training, operations, monitoring & reporting, and behavioral change communications across 11 provinces and 63 facilities.	
Sam Swartz	Associate, Program Management & Rese	Cambodian Minist	Jul 2008 - Sep 2009	Phnom Penh	AtLed research study on care quality & barriers involving 30 local researchers at two rural sites.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sara Snyder	US Elections YouTube Evangelist	YouTube	Jul 2016 - Dec 2016	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sara Snyder	Global Social Solutions Lead	Google	Apr 2013 - Nov 2013	San Francisco		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sara Snyder	Senior Account Manager	Google	Jul 2010 - Apr 2013	San Francisco		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sara Snyder	Online Marketing Strategist	Google	Jul 2007 - Jun 2010			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sara Snyder	Media Intern	Zenith Optimedia	Jun 2006 - Aug 2006			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sara Snyder	Promotion Marketing Intern	Comedy Central	Jun 2005 - Aug 2005			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Scott Syroka	Brand Marketing	Google	Jan 2017 - Present	San Francisco		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Scott Syroka	Digital	Hillary for America	May 2016 - Nov 2016	Brooklyn, N		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Scott Syroka	Global Brand Studio, Brand Strategy	Google	Jun 2015 - Aug 2015	San Francisco		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Scott Syroka	Elections & Issue Advocacy	Google	May 2014 - Nov 2014	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Scott Syroka	Fundraising	Senator Tim Kaine	Jan 2014 - May 2014	Washington		<a href="https://www">https://www</a> 1
Scott Syroka	Office of Presidential Correspondence V	The White House	Oct 2012 - May 2014	Washington		<a href="https://www">https://www</a> 1
Scott Syroka	Special Projects	Kemin Industries	May 2013 - Aug 2013	Des Moines		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Scott Syroka	Co-Chair	Citizens for Quality	Dec 2012 - Jun 2013	Johnston,		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Scott Syroka	Campaign Manager	Deb Henry for Sci	Jan 2011 - Sep 2011	Johnston,		<a href="https://www">https://www</a> 1
Scott Syroka	Field Fellow	Obama for America	Jun 2008 - Nov 2008	Des Moines		<a href="https://www">https://www</a> 1
Sian Cox-Brooker	News and Politics Manager	Google	Feb 2014 - Present	London, U		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sian Cox-Brooker	Producer, Sky News	Sky	Aug 2012 - Feb 2014			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sian Cox-Brooker	News and Consumer Producer	ITV	Jul 2011 - Aug 2012			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sian Cox-Brooker	Reporter	News UK	Aug 2010 - Jul 2011			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Silver Wang	Campaign Manager/Media Solution Cons	Google	Apr 2017 - Present	Greater Ne	<p>In charge of running YouTube campaigns for all five industries within the Government, Advocacy and Elections Vertical</p> <p>Lead a team of six supporting G&amp;A vertical and Elections business on smoothly launching campaigns</p> <p>Shape and project manage Google Technical Service business supporting model for upcoming 2018 Midterm Elections</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Silver Wang	Brand Specialist Associate - Google for B	Google	Jul 2016 - Mar 2017	Washington	<p>gTech for Brand Campaign serving Google Elections</p> <p>At Responsible for Government and Advocacy vertical, A's large customers and manage YouTube video campaign planning for these accounts</p> <p>At Provide end-to-end brand display YouTube campaign consultation and management to key accounts including Presidential Candidates, Super PACs and advocacy groups, including pre-sales technical consultation, proposal creation through launch optimization to post-launch reporting, troubleshooting and recap</p> <p>At Led the execution and operation of US Presidential Election YouTube campaigns with approximately \$15mm revenue in four months</p> <p>At Co-led and project manage multiple Election Team A's initiatives in workflow optimization, multi-teams communication by creating and managing code-based record consoles that monitored campaign progress, improved multi-teams communication and reduced margin of error</p> <p>At Manage large volume of work load (~8x team average), engage multiple parties for large scale of project within constraint timeline, receive 100% "A" extremely satisfied, A feedback</p> <p>"Google Election Campaign project is the most rigorous bootcamp of YouTube Reserve Campaigns</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Silver Wang	Management Consulting Associate	FairWinds Partner	Oct 2013 - Jul 2016	Washington	<p>FairWinds is the leading domain name strategy consulting firm, offering its clients authoritative knowledge on domain names including new generic top-level domains (gTLDs), online trademark enforcement, and online traffic optimization. Fortune 500 companies, global industry leaders and other professional organizations rely on our team of experienced thought leaders to achieve their online business goals.</p> <p>At Served as lifecycle project manager managing eight client accounts on cross-functional teams spanning industrial suppliers, technology manufacturer and financial services industries, generating upwards of \$1 million in annual revenue for FairWinds</p> <p>At Led due diligence process, cost-benefit and ROI analysis by designing and conducting rigorous bulk data research to develop domain portfolio optimization strategy.</p> <p>- Independently provided strategy to a top ranking global technology company for their major institutional change</p> <p>- Assessed a US major pharmaceutical corporation domain name portfolio and developed tiered strategy to accommodate their business expansion in Europe, successfully helped client secure valuable domain asset at low cost in emerging market</p> <p>At Guided clients through their new gTLDs contracting, delegation and ongoing compliance processes, developed education material and worked with clients' internal and external stakeholders to identify business objectives and develop their gTLD A's bring-to-market strategy</p> <p>At Led domain market and Internet governance research related to China, and provided consulting services across the board to multiple multinational client companies</p> <p>At Subject Matter Expert (SME) in Internationalized Domain Names (IDNs) market and regulation</p> <p>At Contributed to team A's public policy engagement related to Internet Corporation for Assigned Names and Numbers (ICANN) and new gTLDs</p>	<a href="https://www.linkedin.co">https://www.linkedin.co</a>



					<p>Kalorama is an IP advisory boutique that provides global enterprises strategies during their transition from IPv4 to IPv6</p> <p>Ag Responded to RFI and RFP to major corporations and non-profit organization to address questions regarding IPv4 transaction and its potential business, legal and financial implication</p> <p>Ag Assist world's largest e-commerce company to fulfill \$50+mm worth IT procurement, including price negotiation and market due diligence; educate enterprises in Asia on market status and facilitate IPv4 resource transfer between America and Asia</p> <p>Ag Designed and managed the firm's marketing initiatives, established pioneer presence in China, successfully launched three media coverage and four interviews with major technology media outlets via SEO, social media campaign, blog posts and email marketing</p> <p>Ag Developed educational material on Internet policy and worldwide IP address market</p> <p>Ag Cooperated with business development team to establish and implement marketing and communication agenda</p>	
Silver Wang	Marketing Manager	Kalorama Group	Aug 2012 - Jul 2016	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Ag Produced social media content for 2.5 million followers of SINA Finance's handle (@Finance), the major financial news outlet on SINA Weibo</p> <p>Ag Media liaison of IMF &amp; World Bank Biannual Meetings, based at IMF as its exclusive online media portal partner</p> <p>Ag Wrote column on U.S. fiscal and monetary policy, international trade, business market and US-China relations</p> <p>- Was invited to exclusively interview the former US Secretary of Labor Elaine Chao, twice, on topics such as 2012 presidential campaign, the US economic policy and US-China relations etc</p> <p>- Exclusively interviewed economist Jeremy Rifkin on topic of technology and global economics</p> <p>- Was invited to the US largest telecom corporation AT&amp;T's headquarter to interview topics on technology innovation and cyber security</p> <p>[SINA Weibo (NASDAQ: WB. 东方财富网) is the leading social media platform in China. Akin to a hybrid of Twitter and Facebook, the microblogging site also has its independent journalism team operating globally. Its online wire service has accumulated more than 300 million active users all over the world as of February 2012.]</p>	
Silver Wang	DC-based Finance Correspondent	SINA Corp	Feb 2012 - Aug 2013	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Ag Conducted research assistant to ICAC's two economists and one statistician in collecting, parsing and analyzing data related to global production, consumption, stock and international trade on cotton as a commodity on international market</p> <p>Ag Coordinated with developers to transfer data during database and application transitioning period in order to achieve smooth and seamless transfer</p> <p>Ag Built and managed ICAC's multiple databases by extensively applying advanced functions of MS Excel</p> <p>Ag Logistics and translation support during ICAC's meeting with representatives from Agriculture Department of Chinese government</p>	
Silver Wang	Statistical Assistant	International Cotton	May 2012 - Jul 2013	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Ag Conducted research and provide consultancy services on sustainability for 15 clients in energy, technology, hospitality, manufacturing, governmental agencies, NGOs, such as America's Natural Gas Alliance, Hewlett-Packard, Emirates Airline and Hitachi, etc</p> <p>Ag Researched in various topics including corporate social responsibility, energy policy, corporate philanthropy, NGO visibility, social innovation business etc</p> <p>Ag Monitored media coverage on energy policies, sustainability and environment issues</p> <p>Ag Conducted market and policy research, media monitor, and developed top-line reports/charts as data-driven insights for senior executives; analyzed and compiled summary of primary research findings to restructure communications messaging</p> <p>Ag Pitched stories using Cision database and editorial calendars; conducted phone call outreach to outlets for placement and information distribution</p> <p>Ag Led internal communication effort of AuGreen Office's campaign within H+K D.C. office of more than 70 employees</p>	
Silver Wang	Corporate Social Responsibility (CSR) Fellow	Hill+Knowlton Strategies	Sep 2011 - Jun 2012	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Ag Monitored and analyzed public opinion through major media and leveraged online media tools for news digging in order to initiate new topics for different programs</p> <p>Ag Interviewed scholars, U.S. governor, analysts, online public opinion leaders and general Chinese public</p> <p>Ag Drafted information sheets and background summaries in various topics, including real estate bubble, economic development, U.S.-China public diplomacy, human rights, and social conflicts, etc</p> <p>Ag Assisted bureau chief in maintaining government relations, by smoothing and expediting communication between NBC and Chinese government</p> <p>Ag Recorded, logged, edited, translated and dubbed for interview video and audio</p>	
Silver Wang	News Assistant, Researcher	NBC	Aug 2011 - Sep 2011	Beijing		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Ag Researched on public health issues in conflict areas and humanitarian situations</p> <p>Ag Analyzed donor policy and provided research and presentation support for humanitarian appeal via data mapping and visualization</p> <p>Ag Applied knowledge management and provided updated content for public health advocacy and communications products</p>	
Silver Wang	Research Assistant in Department of Strategic Communication	World Health Organization	May 2011 - Jul 2011	Geneva, Switzerland		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Ag Assisted in coordinating events, tours and site visits for EMPA students</p> <p>Ag Translated and organized lecture materials for the EMPA programs in which Chinese provincial governors attended</p> <p>Ag Liaised between Maxwell professors and governors from mainland China</p> <p>Ag Supported in event's logistics planning</p>	
Silver Wang	Graduate Assistant, Program Coordinator	Executive Education	Sep 2010 - May 2011	Syracuse, NY		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Ag Implemented strategic projects to promote publicity of Asian Games 2010</p> <p>Ag Coordinated multiple events prior to the Games: foreign journalists' receptions, pre-hear road shows in major Asian cities etc</p> <p>Ag Assisted in planning and implementing strategic project to promote visibility and enhance popularity of 2010 Asian Games</p>	
Silver Wang	External Communication Intern	The 16th Asian Games	Dec 2008 - Sep 2009	Guangzhou		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>Ag Involved in major process of producing news coverage, independently write and publish 28 pieces of news</p> <p>Ag Took photographs</p> <p>Ag Cultivated efficiency and news sensitivity as well as accumulated unique perspective and writing style on political, economic and social issues in the third most top media group in China</p>	
Silver Wang	Journalist Intern	Guangzhou Daily	Jul 2008 - Sep 2008			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Stef van Grieken	Product Manager	Google	Oct 2015 - Oct 2016	Mountain View	Product Manager for Android Automotive, a full-featured infotainment platform for the modern connected car that can be easily integrated, extended and customized.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Stef van Grieken	Technical Program Manager	Google	Feb 2014 - Oct 2015	London, UK	Engineering program management for elections, crisis response, flu trends and better mobility.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					<p>- Mentored 11 startup in the NFC &amp; Contactless Class 2014 on technology related issues;</p> <p>- Hosted 5 tech talks on subjects such as scalability, api design, metrics &amp; success, developer relations;</p> <p>- Managed to engage a community of 100+ developers to the Startupbootcamp</p>	
Stef van Grieken	Founder in Residence	Startupbootcamp	Sep 2013 - Feb 2014	Amsterdam		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Stef van Grieken	Software Engineering Intern	Google	Feb 2013 - Jun 2013	San Francisco	Graduating research internship for my MSc. Industrial Engineering at Google network research. Analysis and deployment of internet measurement tools.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>

Stef van Grieken	Policy Advisor	European Parliament	Jun 2011 - Mar 2012	Brussels, Belgium	Working for Marietje Schaake MEP (D66/ALDE) which the Washington Post named "Europe's most wired politician" as a policy advisor on IT.	<a href="https://www.linkedin.com/in/stefvanagrieken/">https://www.linkedin.com/in/stefvanagrieken/</a>	1
Stephanie Lester	Pre-MBA Intern: Analytics, Strategy and Operations	Google	Jan 2017 - Mar 2017	Portland, OR		<a href="https://www.linkedin.com/in/stephanielester/">https://www.linkedin.com/in/stephanielester/</a>	
Stephanie Lester	Account Manager, U.S. Elections	Google	Jul 2016 - Mar 2017	Washington, DC		<a href="https://www.linkedin.com/in/stephanielester/">https://www.linkedin.com/in/stephanielester/</a>	
Stephanie Lester	Account Manager, Home Services and Local	Google	Nov 2013 - Jun 2016	San Francisco, CA	Digital advertising and marketing consultant, specializing in performance branding and lead generation	<a href="https://www.linkedin.com/in/stephanielester/">https://www.linkedin.com/in/stephanielester/</a>	
Stephanie Lester	Account Development Representative	Google, Social Media	Jul 2012 - Oct 2013	Mountain View, CA	Wildfire, a division of Google, is one of the world's largest social media marketing software providers, with partnerships including 30 of the world's 50 most valuable brands. The combination of Wildfire's technology with Google's advertising solutions will help provide a more holistic way for brands to manage and optimize their marketing efforts across all digital channels, including search, display, video, mobile, and social.	<a href="https://www.linkedin.com/in/stephanielester/">https://www.linkedin.com/in/stephanielester/</a>	
Stephanie Lester	Executive Chair, Senior Class Gift Committee	Scripps College	Aug 2011 - May 2012		Plan and implement marketing campaigns to raise enthusiasm for gift while staying within budget Individually solicit every senior with the goal of achieving 100% participation	<a href="https://www.linkedin.com/in/stephanielester/">https://www.linkedin.com/in/stephanielester/</a>	
Stephanie Lester	Student Manager of Scripps' Fundraising	Scripps College	Sep 2009 - May 2012		Manage and lead a shift of 10 peer Phonathon callers with little supervision Coach callers to optimize the efficiency and productivity of their phone calls Motivate to achieve nightly shift goals; my team has achieved our shift goals 98% of the time Use communication and negotiation skills to generate donations for the Annual Fund via phone Think and react in a fast-paced environment while working through adversity Achieved a personal average pledge rate of 65.8% and personally fundraised \$9,158 in 2010 Awarded "Rookie Caller of the Year"	<a href="https://www.linkedin.com/in/stephanielester/">https://www.linkedin.com/in/stephanielester/</a>	
Stephanie Lester	Office of Development Summer Assistant	Scripps College	May 2011 - Aug 2011		Researched and analyzed donors to solicit for contributions for the new residence hall Contributed to grants proposed to the NEA and Gilbert Foundation At the last minute served as the sole representative of the Office at an off-site meeting; managed event timeline, registration, and relationship building with potential donors	<a href="https://www.linkedin.com/in/stephanielester/">https://www.linkedin.com/in/stephanielester/</a>	
Stephanie Lester	Intern for the International Visitors Program	World Affairs Council	Jun 2010 - Aug 2010		Created unique itineraries for approximately 50 visitors and 5 separate trips Organized and maintained large databases of personal contact information	<a href="https://www.linkedin.com/in/stephanielester/">https://www.linkedin.com/in/stephanielester/</a>	
Stephanie Lester	Intern	Vivacare	Jun 2009 - Aug 2010		Drafted public relations releases and blog posts to optimize the company's search engine ranking Managed and analyzed data to upload to the company website using Adobe Dreamweaver	<a href="https://www.linkedin.com/in/stephanielester/">https://www.linkedin.com/in/stephanielester/</a>	
Steve Grove	Director, Google News Lab	Google	Sep 2014 - Present	Mountain View, CA	Developed the YouTube Interview with President Obama, an annual program that brought	<a href="https://www.linkedin.com/in/stevegrove/">https://www.linkedin.com/in/stevegrove/</a>	
Steve Grove	Director of Community Partnerships	Google	Oct 2011 - Aug 2014	Mountain View, CA	Built a partnerships team of 75 people to grow Google's online community through partnerships with content companies, educational institutions, sports leagues, media companies, political campaigns, governmental institutions, and influencers. We grew the Google Plus platform to 540M active monthly users in two years.  Ag Created pipeline and outreach bring over 10,000 partners onto the Google Plus platform. Ag Drove strategy to develop online communities on Google Plus, building an "interest graph" of communities across hundreds of online verticals. Ag Drove media partnerships and product direction for creation of "Hangouts on Air" platform to allow multi-person live streamed video chat. Signed partnerships to expand usage, including an exclusive deal with the NFL to integrate Hangouts into fantasy football, and the integration of Hangouts to form the backbone of the Huffington Post LIVE network. Ag Grew Google's efforts in Hollywood, developing partnerships with major studios and agencies to connect with fans and debut trailers and songs on Google. Ag Negotiated and signed a deal to bring the U.S. Federal Government onto Google Plus. Ag Won a "Shorty" award for our breaking news partnership with MSNBC for the DOMA/Prop 8 Supreme Court hearings. Ag Launched "Shoppable Hangouts" feature with fashion brand DVF to bring a new shopping application to live video chats. Our team received a patent for the integration.	<a href="https://www.linkedin.com/in/stevegrove/">https://www.linkedin.com/in/stevegrove/</a>	
Steve Grove	Head of News and Politics, YouTube	YouTube (Google)	Feb 2007 - Oct 2011	New York, NY	Created YouTube's first News and Politics team, developing several partnerships and initiatives that set a new standard for how news and political organizations engage on third-party technology platforms. Some highlights:  Ag Created the CNN/YouTube Debates partnership in 2008, which brought questions from YouTube users into two presidential primary debates for the first time in history. Followed in 2012 with the Fox News/Google Debate in GOP primary, setting record for most-viewed primary debate up to that point (6M viewers). Ag Created and moderated first "social media interview" with President Obama, bringing top-voted YouTube questions to the President in live interview we repeated every year of the administration after the State of the Union address. Ag Drove development of YouTube Direct, a YouTube upload API that allows news organizations to solicit, vet and verify citizen reporting. Developed breaking news strategy through the creation of "CitizenTube" - an online hub for global news events like the Iran election protests, Haiti/Chile earthquakes, and the Arab Spring. Ag Negotiated with and signed the U.S. Government to bring Congress and the Federal Govt. to YouTube, the first such contract with a social media platform. Ag Started the YouTube Nonprofit Program, which helps nonprofit organizations around the world better leverage YouTube for their causes.	<a href="https://www.linkedin.com/in/stevegrove/">https://www.linkedin.com/in/stevegrove/</a>	
Steve Grove	Reporter	ABC News	Jan 2007 - Jan 2007		Did two stints at ABC News. First was with the Brian Ross Investigative Unit during the summer of 2005. As a Carnegie-Knight fellow, teamed up with 11 other graduate students on a 3-month investigative report on the security of nuclear research facilities on college campuses, culminating in a 20/20 special. Second stint was as a freelance reporter in 2007, when I wrote several stories on the growing influence of technology on politics.	<a href="https://www.linkedin.com/in/stevegrove/">https://www.linkedin.com/in/stevegrove/</a>	
Steve Grove	Correspondent	The Boston Globe	Jan 2003 - Dec 2005		Started by writing for the City Weekly section on local issues, such as a profile of the Boston Celtics mascot, "Lucky" -- a trampoline gymnast who got his second start in life as the face of the Celtics at the Garden. Went on to write lots of stories about politics, education, and immigration for a variety of sections of the paper. Linked below is a piece about the GOP's use of the home-schooling community to get out their message, and a fun first-person piece about my experience working as a substitute teacher in the Boston Public Schools.	<a href="https://www.linkedin.com/in/stevegrove/">https://www.linkedin.com/in/stevegrove/</a>	
Steve Grove	Program Analyst	Bhartiya Agro-Ind	Jan 2002 - May 2002	Pune Area, India	Produced case studies on performance of a rural development projects. Worked in several rural villages for two months of reporting on 16 different families using cross-bred cattle, cashew farms, and SMEs to get above poverty line.	<a href="https://www.linkedin.com/in/stevegrove/">https://www.linkedin.com/in/stevegrove/</a>	
Steve Grove	English Instructor	Kohgakusha, Ltd	Sep 2000 - Oct 2001	Tokyo, Japan	Taught English to Japanese students; managed three other teachers. Delivered keynote address (in Japanese) at annual company convention on, "How to Teach English Conversation."	<a href="https://www.linkedin.com/in/stevegrove/">https://www.linkedin.com/in/stevegrove/</a>	
Will Houghteling	Founder	Strive Talent	Feb 2017 - Present	San Francisco, CA	The American middle class is shrinking, yet there are 5MM+ open middle class / middle skill jobs. Strive Talent is a hiring platform that helps companies find candidates for in-demand middle class jobs based on competencies rather than credentials. Skill-centric hiring helps companies find better people faster and helps candidates launch into the family-supporting careers they desire and deserve.	<a href="https://www.linkedin.com/in/willhoughteling/">https://www.linkedin.com/in/willhoughteling/</a>	

					Minerva is an accredited global liberal arts university program designed by industry leaders to prepare students to solve complex global problems. Minerva students live in up to seven of the world's greatest cities throughout their four years of college, studying exclusively in small active learning seminars.  As the North American Managing Director I manage all phases of the student life cycle: identifying and recruiting future Minerva students, building the residential and co-curricular experience, and placing students in top internships and jobs.  While at Minerva I was awarded "LinkedIn Next Wave" as one of the top 10 innovators under 35 in education & social impact.	
Will Houghteling	Managing Director, North America	Minerva Project	Aug 2013 - Dec 2016	San Francisco	Partner with influential organizations, institutions and individuals to build communities of interest on Google+ - build and market tent pole programs to raise awareness of educational opportunities on Google+ - power peer-to-peer education both on and off Google+ (using Hangouts for 21st century study sessions, tutoring, office hours, etc) - identify, onboard and develop programming w/ anchor partners across STEM, K12, higher ed, Maker/DIY and other communities of interest	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Will Houghteling	Education Partnerships Lead, Google+	Google	Oct 2012 - Aug 2013		I currently split my time between YouTube EDU and YouTube Marketing Analytics/Strategy.  EDU: Concepted and led development of YouTube.com/Teachers, a site that shows teachers how to use YouTube in the classroom. Hired and managed team of six teachers to curate 300+ playlists that align with common core standards. Lead marketing for YouTube for Schools, a program that allows schools to access YouTube EDU content while restricting access to non-school safe content. Concepted and led first YouTube Teacher's studio, workshop training teachers to use YouTube in the classroom.  Analytics/Strategy: Analyze effectiveness of marketing campaigns across 40-person marketing org. Develop strategy and help execute major audience development initiative. Concepted and led development of YouTube Politics (YouTube.com/Politics).	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Will Houghteling	Product Marketing Manager	YouTube	Feb 2011 - Oct 2012	YouTube	Concepted and led development of YouTube Town Hall, a platform for members of Congress to debate the issues that matter most to users (YouTube.com/YTTownHall).  Led development of YouTube World View, a global interview series in which YouTube users interview world leaders (YouTube.com/WorldView).  Led YouTube for Government outreach and marketing. Led team-wide outbound marketing communications.	
Will Houghteling	Product Marketing Manager	YouTube	Nov 2010 - May 2011	News and	Editorial lead on YouTube.com/News, www.CitizenTube.com and @CitizenTube.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
					APMM on Android Marketing. Owned retail experience / strategy for launch of Nexus S. Managed relationship with Best Buy.  APMM on Google Places. Led messaging and positioning for launch of Google Tags, new local advertising product. Led direct mail and email marketing acquisition channels.  APMM on the Global Acquisition Marketing team. Managed global Direct Mail campaign to 34 markets. Helped oversee B2B Marketing efforts in Latin America. Aided w/ the implementation of a new data management system for global outbound direct marketing.	
Will Houghteling	Associate Product Marketing Manager	Google	Sep 2009 - Mar 2011			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Will Houghteling	Director of Business Development	Portal-A Interactiv	Jan 2008 - Sep 2009		Portal-A Interactive produces original video content and brings it to audiences through innovative distribution strategies. Co-founded in late 2007 with Nate Houghteling and Kai Hasson. Clients include Hyperion Press, Google, A-List Tutoring and more. Personal projects include HugeinAsia.com, Boybama, and 'Ghoshtride the Volvo'. Please see www.portal-a.com for more information.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Will Houghteling	Summer Analyst	Oliver Wyman	Jun 2008 - Aug 2008		Worked as summer analyst at leading general management consulting firm.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Will Houghteling	Summer Analyst	Barrett Associates	Jun 2006 - Aug 2006		Summer analyst at wealth management firm.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Zach Wineburg	Elections	Google	Jan 2016 - Present	Washington		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Zach Wineburg	Principal	Precision Strateg	2013 - Dec 2015	Washington	precisionstrategies.com	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Zach Wineburg	Senior Staff	Obama for Americ	2012 - 2012	Des Moines		<a href="https://www">https://www</a> 1
Zach Wineburg	Deputy Political Director	Democratic Gover	2009 - 2011	Washington		<a href="https://www">https://www</a> 1
Zach Wineburg	Campaign Manager	Gabriel Giffords fo	2008 - 2008	Tucson, Ar		<a href="https://www">https://www</a> 1
Zach Wineburg	Field Director	John Edwards for	2007 - 2008	Des Moines		<a href="https://www">https://www</a> 1
Zach Wineburg	Campaign Manager	Albert Riederer fo	2007 - 2007	Kansas Cit		<a href="https://www">https://www</a> 1
Zach Wineburg	Regional Field Director	Claire McCaskill fo	2006 - 2006	Kansas Cit		<a href="https://www">https://www</a> 1
Zach Wineburg	Assistant to the Political Director	Democratic Senat	2004 - 2005	Washington		<a href="https://www">https://www</a> 1
Zach Wineburg	Field Staff	Tom Daschle for	2004 - 2004	Sioux Falls		<a href="https://www">https://www</a> 1
Zach Wineburg	Field Staff	John Edwards for	2003 - 2004	Cedar Rap		<a href="https://www">https://www</a> 1
					Google Express: Same day delivery e-commerce platform - Manage new partner onboarding, existing partner support and lead initiatives to improve business processes - Lead cross functional efforts to drive merchant and product expansion across 9 live markets in US - Align key internal and external stakeholders to scale Google Express - Develop strategies to cut costs, increase efficiencies and improve operations for new product categories and programs	
Zack Mellette	Partner Operations Manager, Google Exp	Google	Feb 2014 - Present	San Francisco	google.com/express	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Zack Mellette	Google+ Community Partnerships, Politi	Google	Nov 2012 - Nov 2013	San Francisco		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Zack Mellette	Consultant- GA International Workforce D	Georgia Departm	Aug 2012 - Nov 2012	Atlanta, GA		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Zack Mellette	Senior Experience Coordinator	LivingSocial Adve	Apr 2011 - Nov 2012	Atlanta, GA	- Led events and trips for up to 100 customers around the Atlanta area - Coordinated and oversaw the performance of staff and logistics - Delivered excellent execution to ensure memorable events and create repeat customers	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Zack Mellette	Executive Director	Give Us Names, I	2009 - Nov 2012	Atlanta, GA	- Led the organization with integrity and upheld a culture of excellence - Built and maintained key relationships with donors, businesses, partner organizations, and governmental agencies - Built and delivered strategy alongside coworkers and board of dir	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Zack Mellette	Food Service Sales Intern/Co-op	Naturally Fresh	May 2006 - Aug 2006	Atlanta, GA	- Analyzed sales reports and formulated specialized presentations for use in sales meetings and internal departmental evaluations - Procured and managed various customer accounts including \$600,000+ contract with Orange County Public School District in Or	<a href="https://www.linkedin.co">https://www.linkedin.co</a>

# APPENDIX B

name	title	employer	start date	end date	location	details	profile url
AJ Tennant	Sales Director	Slack	Oct 2014	Present	San Francisco Bay Area	I was hired as the first sales leader at Slack. I built out the initial sales team and global go-to-market sales strategy.	<a href="https://www.linkedin.com/in/ajtennant/">https://www.linkedin.com/in/ajtennant/</a>
AJ Tennant	Entrepreneur in Residence	Social Capital LP	May 2014	Oct 2014	Palo Alto, CA	Attempted to start a business in the food space, advised and consulted portfolio companies, and helped them with fundraising.	<a href="https://www.linkedin.com/in/ajtennant/">https://www.linkedin.com/in/ajtennant/</a>
AJ Tennant	Entertainment Vertical Manager	Facebook	Apr 2013	May 2014	Mentor Park, California	Led the sales strategy for the US Entertainment team across Media/Publishing, Music, Live Events, and Gaming.	<a href="https://www.linkedin.com/in/ajtennant/">https://www.linkedin.com/in/ajtennant/</a>
AJ Tennant	Business Development Manager	Facebook	Nov 2012	Apr 2013	Mentor Park, CA	Drove toward Facebook's key business priorities through strategic partnerships. Areas of focus: small business, education, and non-profits.	<a href="https://www.linkedin.com/in/ajtennant/">https://www.linkedin.com/in/ajtennant/</a>
AJ Tennant	Product Experience	Facebook	Nov 2011	Nov 2012	Mentor Park, CA & Austin, Texas	Managed the product experience for Facebook's small business and education verticals. Managed the product experience for Facebook's small business and education verticals.	<a href="https://www.linkedin.com/in/ajtennant/">https://www.linkedin.com/in/ajtennant/</a>
AJ Tennant	Sales & Operations Landing Team	Facebook	May 2010	May 2011	Austin, Texas	Founding member of Facebook's second US sales and operations office in Austin, Texas. Hired and built out the sales and operations team.	<a href="https://www.linkedin.com/in/ajtennant/">https://www.linkedin.com/in/ajtennant/</a>
AJ Tennant	Account Executive	Facebook	Sep 2008	Apr 2010	Palo Alto, California	Founding member of Facebook's first inside sales team. Partnered with businesses in a variety of verticals to drive growth.	<a href="https://www.linkedin.com/in/ajtennant/">https://www.linkedin.com/in/ajtennant/</a>
AJ Tennant	VP, President	Harvard Student Agencies	2008	2008	Cambridge, Massachusetts	Harvard Student Agencies is the largest student agency in the world, employing more than 1,000 students.	<a href="https://www.linkedin.com/in/ajtennant/">https://www.linkedin.com/in/ajtennant/</a>
Abhinav Nayar	Co-Founder	Chanframe	2018	Present		Nation-building on the Blockchain. We solve hard problems in governance using leading edge technology.	<a href="https://www.linkedin.com/in/abhinavnayar/">https://www.linkedin.com/in/abhinavnayar/</a>
Abhinav Nayar	Politics & Government Outreach For India, South & Central Asia	Government Of India	2017	2018	New Delhi Area, India		<a href="https://www.linkedin.com/in/abhinavnayar/">https://www.linkedin.com/in/abhinavnayar/</a>
Abhinav Nayar	Chief Of Staff To Minister Of State & Member Of Parliament	Government Of India	2016	2017	New Delhi Area, India		<a href="https://www.linkedin.com/in/abhinavnayar/">https://www.linkedin.com/in/abhinavnayar/</a>
Abhinav Nayar	Strategy Consultant	Dabeng	2014	2016	San Francisco, California		<a href="https://www.linkedin.com/in/abhinavnayar/">https://www.linkedin.com/in/abhinavnayar/</a>
Abhinav Nayar	Strategy Lead	Treobos	2013	2015	Rio de Janeiro Area, Brazil		<a href="https://www.linkedin.com/in/abhinavnayar/">https://www.linkedin.com/in/abhinavnayar/</a>
Abhinav Nayar	Financial Sustainability Consultant	Edraak 090 02090	2013	2013	Amman Governorate, Jordan		<a href="https://www.linkedin.com/in/abhinavnayar/">https://www.linkedin.com/in/abhinavnayar/</a>
Adam Conner	VP, Politics	Slack	Jan 2016	Jan 2017	Washington D.C. Metro Area	At Slack in DC helped to drive adoption in government, Congress, and politics.	<a href="https://www.linkedin.com/in/adamconner/">https://www.linkedin.com/in/adamconner/</a>
Adam Conner	Manager, Public Policy	Facebook	Apr 2014	Apr 2014	Washington D.C. Metro Area	Brigade is a technology company founded in 2014 to tackle the problem of declining citizen power and engagement.	<a href="https://www.linkedin.com/in/adamconner/">https://www.linkedin.com/in/adamconner/</a>
Adam Conner	Director Of Online Communications, Committee On Rules	U.S. House Of Representatives	Jan 2003	Nov 2003	Washington D.C. Metro Area	Opened Facebook's Washington D.C. office. Help run the Facebook Politics, Government, and Elections pages.	<a href="https://www.linkedin.com/in/adamconner/">https://www.linkedin.com/in/adamconner/</a>
Adam Conner	Online And Communications Consultant	Webster Strategies	Jan 2007	Jun 2007	Washington D.C. Metro Area		<a href="https://www.linkedin.com/in/adamconner/">https://www.linkedin.com/in/adamconner/</a>
Adam Conner	Deputy Director Of Online Communication	Forward Together Pac	Jan 2008	Dec 2008			<a href="https://www.linkedin.com/in/adamconner/">https://www.linkedin.com/in/adamconner/</a>
Adam Conner	Interim	Agco Worldwide	Jan 2009	Jan 2009			<a href="https://www.linkedin.com/in/adamconner/">https://www.linkedin.com/in/adamconner/</a>
Adam Conner	Founding Chapter President	Roosevelt Institute Campus Netw	Jun 2005	May 2008	Washington D.C. Metro Area		<a href="https://www.linkedin.com/in/adamconner/">https://www.linkedin.com/in/adamconner/</a>
Adam Conner	Communications And Development Intern	The National Committee For Resp	Jun 2005	Aug 2005			<a href="https://www.linkedin.com/in/adamconner/">https://www.linkedin.com/in/adamconner/</a>
Adam Conner	Interim	British Labour Party - Oona King	Jan 2005	May 2005			<a href="https://www.linkedin.com/in/adamconner/">https://www.linkedin.com/in/adamconner/</a>
Adam Conner	Researcher	John Kerry For President	May 2004	Nov 2004			<a href="https://www.linkedin.com/in/adamconner/">https://www.linkedin.com/in/adamconner/</a>
Andrew Noyes	Senior Director Of Communications	Just	Mar 2017	Present	San Francisco, CA	JUST (formerly Hampton Creek) is on a mission to build a food system where everyone eats well. Our mission is to build a food system where everyone eats well.	<a href="https://www.linkedin.com/in/andrewnoyes/">https://www.linkedin.com/in/andrewnoyes/</a>
Andrew Noyes	Vice President Of Communications	Brigade	Jun 2014	Mar 2017	San Francisco, CA	I served as the communications executive for the world's first network for voters, a startup backed by the world's largest venture capital firm.	<a href="https://www.linkedin.com/in/andrewnoyes/">https://www.linkedin.com/in/andrewnoyes/</a>
Andrew Noyes	Chief Of Communications	Uber	Jan 2013	May 2013	San Francisco, California	Uber is a technology platform that connects users with on-demand transportation services.	<a href="https://www.linkedin.com/in/andrewnoyes/">https://www.linkedin.com/in/andrewnoyes/</a>
Andrew Noyes	Communications & Public Policy	Facebook	Nov 2009	Jun 2013	San Francisco & Washington D.C.	Managed robust communications and public policy strategy for Facebook.	<a href="https://www.linkedin.com/in/andrewnoyes/">https://www.linkedin.com/in/andrewnoyes/</a>
Andrew Noyes	Lecturer/Adjunct Faculty	American University	2004	2012	Washington D.C.	Instructor for Writing for Mass Communication, an undergraduate class stressing basic writing techniques.	<a href="https://www.linkedin.com/in/andrewnoyes/">https://www.linkedin.com/in/andrewnoyes/</a>
Andrew Noyes	Reporter	National Journal	2006	2008	Washington DC	Delivered daily coverage a... and broke national news stories a... about technology.	<a href="https://www.linkedin.com/in/andrewnoyes/">https://www.linkedin.com/in/andrewnoyes/</a>
Andrew Noyes	Freelance Writer	Washington D.C.	2004	2006	Washington D.C.	Freelance writer for National Journal Magazine, Government Executive Magazine, The Baltimore Sun, The Washington Post, and other publications.	<a href="https://www.linkedin.com/in/andrewnoyes/">https://www.linkedin.com/in/andrewnoyes/</a>
Andrew Noyes	Associate Editor	Communications Daily	Apr 2004	Aug 2006	Washington D.C.	Daily coverage of technology, telecommunications, and public policy including the proceedings of the National Telecommunications and Information Administration.	<a href="https://www.linkedin.com/in/andrewnoyes/">https://www.linkedin.com/in/andrewnoyes/</a>
Andrew Noyes	Associate Editor/Staff Writer	Research USAid	2003	2004	Washington DC	Wrote for U.S. bureau of highly reputable source of science and research policy news.	<a href="https://www.linkedin.com/in/andrewnoyes/">https://www.linkedin.com/in/andrewnoyes/</a>
Andrew Noyes	Communications Consultant/Technology Project Manager	National Education Association	2004	2004	Washington D.C.	Specialized tech project development, partnerships, and strategic communications.	<a href="https://www.linkedin.com/in/andrewnoyes/">https://www.linkedin.com/in/andrewnoyes/</a>
Andrew Noyes	General Assignment Reporter/Local & Regional Correspondent	The Register Herald	1995	2000	Breckley WV	Wrote breaking, business, and feature for The Register-Herald and affiliated regional newspapers.	<a href="https://www.linkedin.com/in/andrewnoyes/">https://www.linkedin.com/in/andrewnoyes/</a>
Anika Gesel	Politics & Government Outreach Manager	Facebook	Feb 2014	Present	Berlin Area, Germany		<a href="https://www.linkedin.com/in/anika-gesel/">https://www.linkedin.com/in/anika-gesel/</a>
Anika Gesel	Senior Consultant	Edi Consulting Group	Jan 2010	Jan 2010	Munich Area, Germany	Responsible for conception and implementation of social media strategies, consulting and training of internal and external communication.	<a href="https://www.linkedin.com/in/anika-gesel/">https://www.linkedin.com/in/anika-gesel/</a>
Anika Gesel	Politics & Government Outreach Manager	Facebook	Feb 2014	Present	Berlin Area, Germany		<a href="https://www.linkedin.com/in/anika-gesel/">https://www.linkedin.com/in/anika-gesel/</a>
Anika Gesel	Senior Consultant	Edi Consulting Group	Jan 2010	Jan 2010	Munich Area, Germany	Responsible for conception and implementation of social media strategies, consulting and training of internal and external communication.	<a href="https://www.linkedin.com/in/anika-gesel/">https://www.linkedin.com/in/anika-gesel/</a>
Anika Gesel	Politics & Government Outreach Manager	Facebook	Feb 2014	Present	Berlin Area, Germany		<a href="https://www.linkedin.com/in/anika-gesel/">https://www.linkedin.com/in/anika-gesel/</a>
Brea Nguyen	Media Partnerships - Partnerships Programs Lead	Facebook	May 2013	Apr 2015	Mentor Park, CA	Head of Talent and Creator Partnerships.	<a href="https://www.linkedin.com/in/brea-nguyen/">https://www.linkedin.com/in/brea-nguyen/</a>
Brea Nguyen	Vice President, Marketing And Partnerships	Casey A. Schreiber	Dec 2007	Apr 2013	Santa Monica, CA	CaseyA.Schreiber.com grows online search services for post secondary education. Original founder of CaseyA.Schreiber.com.	<a href="https://www.linkedin.com/in/brea-nguyen/">https://www.linkedin.com/in/brea-nguyen/</a>
Brea Nguyen	Director Of Marketing & New Media	Warner Bros. Records	Mar 2005	Dec 2007		Led the community marketing department to build online communities around WB Records artists and brands.	<a href="https://www.linkedin.com/in/brea-nguyen/">https://www.linkedin.com/in/brea-nguyen/</a>
Brea Nguyen	Business Development Manager	Remi.Com	Oct 2003	Mar 2005		Internet Marketing and Strategic Partnerships. Manage, build and maintain search marketing efforts.	<a href="https://www.linkedin.com/in/brea-nguyen/">https://www.linkedin.com/in/brea-nguyen/</a>
Brea Nguyen	Marketing Manager	Maverick Recording Company	Jun 2001	Oct 2003		Lead media marketing and promotion for Maverick Recording Company.	<a href="https://www.linkedin.com/in/brea-nguyen/">https://www.linkedin.com/in/brea-nguyen/</a>
Brea Nguyen	Digital Marketing	Mediac, Inc.	Jun 2000	May 2001		Worked with artists like "NSYNC, Rod Stewart and more. Produced and marketed syndicated content for various artists.	<a href="https://www.linkedin.com/in/brea-nguyen/">https://www.linkedin.com/in/brea-nguyen/</a>
Brea Nguyen	Digital Marketing Manager	Marish Carey	Nov 1999	Jun 2000		Internet Marketing. Help establish an online community and promote music videos to MTV's Top Request list.	<a href="https://www.linkedin.com/in/brea-nguyen/">https://www.linkedin.com/in/brea-nguyen/</a>
Brendan Sullivan	Director Of Product	LinkedIn	Aug 2016	Present	Greater Boston Area		<a href="https://www.linkedin.com/in/brendan-sullivan/">https://www.linkedin.com/in/brendan-sullivan/</a>
Brendan Sullivan	Product Marketing Manager	Facebook	Nov 2012	May 2016	San Francisco Bay Area	My work focused on addressing two strategic questions through product improvements: 1) How can we better serve our users? 2) How can we better serve our advertisers?	<a href="https://www.linkedin.com/in/brendan-sullivan/">https://www.linkedin.com/in/brendan-sullivan/</a>
Brendan Sullivan	Founding Team Member, Facebook Argentina	Facebook	Feb 2012	Oct 2012	Buenos Aires, Argentina	Selected to start up the Facebook ad sales office in Buenos Aires, Argentina. As part of this assignment I led the team that built the Facebook ad sales office in Buenos Aires, Argentina.	<a href="https://www.linkedin.com/in/brendan-sullivan/">https://www.linkedin.com/in/brendan-sullivan/</a>
Brendan Sullivan	Account Manager, US Politics And Non-Profits	Facebook	Jul 2010	Feb 2012	Mentor Park, CA	Account Manager working to develop Facebook presence for US political campaigns, non-profits, and other organizations.	<a href="https://www.linkedin.com/in/brendan-sullivan/">https://www.linkedin.com/in/brendan-sullivan/</a>
Brendan Sullivan	Senior Analyst, Strategy & Analytics	Optima	Jan 2009	Jun 2010	San Jose, CA	Built the marketing strategy for Fortune 100 clients including multi-channel media buys and targeted advertising.	<a href="https://www.linkedin.com/in/brendan-sullivan/">https://www.linkedin.com/in/brendan-sullivan/</a>
Brendan Sullivan	Contributing Writer, Pro Basketball	About.Com	May 2007	Jul 2008		Wrote weekly columns on the NBA's Atlantic Division. Summarized key story lines including results, trade rumors, and more.	<a href="https://www.linkedin.com/in/brendan-sullivan/">https://www.linkedin.com/in/brendan-sullivan/</a>
Brendan Sullivan	Senior Editorial Assistant	John Wiley And Sons	Aug 2006	May 2008		Managed a portfolio of 30+ academic textbooks in Wiley's Scientific, Medical, and Technological division.	<a href="https://www.linkedin.com/in/brendan-sullivan/">https://www.linkedin.com/in/brendan-sullivan/</a>
Brendan Sullivan	Editorial Assistant/Writer	Colby Magazine	Jul 2005	Jul 2007		Wrote articles for print and digital versions of Colby College's alumni magazine.	<a href="https://www.linkedin.com/in/brendan-sullivan/">https://www.linkedin.com/in/brendan-sullivan/</a>
Carly Agresti	Vertical Marketing Manager, Politics & Advocacy	Facebook	Aug 2017	Present	New York, New York		<a href="https://www.linkedin.com/in/carly-agresti/">https://www.linkedin.com/in/carly-agresti/</a>
Carly Agresti	Account Manager	Twitter	Oct 2015	Aug 2017	Greater New York City Area		<a href="https://www.linkedin.com/in/carly-agresti/">https://www.linkedin.com/in/carly-agresti/</a>
Carly Agresti	Account Coordinator	Twitter	Sep 2014	Sep 2015	Greater New York City Area		<a href="https://www.linkedin.com/in/carly-agresti/">https://www.linkedin.com/in/carly-agresti/</a>
Carly Agresti	Marketing Associate	American Enterprise Institute	May 2014	Aug 2014	Washington D.C.		<a href="https://www.linkedin.com/in/carly-agresti/">https://www.linkedin.com/in/carly-agresti/</a>
Carly Agresti	Development Assistant	American Enterprise Institute	Jun 2013	May 2014	Washington D.C. Metro Area		<a href="https://www.linkedin.com/in/carly-agresti/">https://www.linkedin.com/in/carly-agresti/</a>
Carly Agresti	Securities Division Summer Analyst	Goldman Sachs	Jun 2012	Aug 2012	Greater New York City Area		<a href="https://www.linkedin.com/in/carly-agresti/">https://www.linkedin.com/in/carly-agresti/</a>
Carly Agresti	Chief House Of Representatives	U.S. House Of Representatives	Jan 2011	Aug 2011	Washington D.C.		<a href="https://www.linkedin.com/in/carly-agresti/">https://www.linkedin.com/in/carly-agresti/</a>
Carly Agresti	Securities Division Summer Analyst	Goldman Sachs	Jun 2011	Aug 2011	Greater New York City Area		<a href="https://www.linkedin.com/in/carly-agresti/">https://www.linkedin.com/in/carly-agresti/</a>
Carly Agresti	Assistant To Office Of Alumni Affairs	Georgetown University's Modern	Sep 2010	May 2011	Washington D.C. Metro Area		<a href="https://www.linkedin.com/in/carly-agresti/">https://www.linkedin.com/in/carly-agresti/</a>
Clare O'Donoghue Veilka	Chief Of Communications & Politics Client Partner	Facebook	Feb 2011	Present	Washington D.C. Metro Area		<a href="https://www.linkedin.com/in/clareodonoghueveilka/">https://www.linkedin.com/in/clareodonoghueveilka/</a>
Clare O'Donoghue Veilka	Client Solutions Manager - Politics & Elections	Facebook	Nov 2013	Jan 2017	EMEA HQ	I advise and support parties and campaigns across the political spectrum in Europe in their Facebook presence.	<a href="https://www.linkedin.com/in/clareodonoghueveilka/">https://www.linkedin.com/in/clareodonoghueveilka/</a>
Clare O'Donoghue Veilka	Client Solutions Manager - E-commerce & Entertainment	Facebook	Nov 2013	Jan 2017	EMEA HQ	Supporting the global business of E-commerce and Entertainment clients ranging from the large and well-known to the small and emerging.	<a href="https://www.linkedin.com/in/clareodonoghueveilka/">https://www.linkedin.com/in/clareodonoghueveilka/</a>
Clare O'Donoghue Veilka	Principal, Media Solutions	Facebook	Nov 2013	Jan 2017	EMEA HQ	I managed advertising accounts for top tier UK clients, delivering multiple premium advertising campaigns.	<a href="https://www.linkedin.com/in/clareodonoghueveilka/">https://www.linkedin.com/in/clareodonoghueveilka/</a>
Clare O'Donoghue Veilka	Manager, Rights & Democratization Officer, Mission in Kosovo	Facebook	Aug 2010	Sep 2009	Mitrovica, Kosovo	I managed the rights and democratization mission in Kosovo, focusing on building trust and capacity for local organizations.	<a href="https://www.linkedin.com/in/clareodonoghueveilka/">https://www.linkedin.com/in/clareodonoghueveilka/</a>
Clare O'Donoghue Veilka	Online Advertising Coordinator	Google	Jun 2004	Sep 2005		I optimized online advertising campaigns to ensure high and sustained return on investment for various clients.	<a href="https://www.linkedin.com/in/clareodonoghueveilka/">https://www.linkedin.com/in/clareodonoghueveilka/</a>
Clare O'Donoghue Veilka	Grants European Lead	Google	Jun 2004	Sep 2005	Dublin, Ireland	I launched and managed Google Grants for Europe, Google's advertising grant-making program.	<a href="https://www.linkedin.com/in/clareodonoghueveilka/">https://www.linkedin.com/in/clareodonoghueveilka/</a>
Cristal Patterson	Communications Director	Facebook	Jan 2014	Present	Washington D.C. Metro Area		<a href="https://www.linkedin.com/in/cristal-patterson/">https://www.linkedin.com/in/cristal-patterson/</a>
Cristal Patterson	Center For American Progress	Center For American Progress	Jan 2013	May 2014	Washington D.C.	Overseeing communications strategy on immigration and diversity issues.	<a href="https://www.linkedin.com/in/cristal-patterson/">https://www.linkedin.com/in/cristal-patterson/</a>
Cristal Patterson	Communications Director	U.S. Congress	Jan 2011	Dec 2012	Washington, DC and York	Communications Director for Rep. Tim Ryan (OH-17) and Tim Ryan for Congress.	<a href="https://www.linkedin.com/in/cristal-patterson/">https://www.linkedin.com/in/cristal-patterson/</a>
Cristal Patterson	Media & Gov	Peta & Co.	Nov 2010	Jun 2011		Owned and operated a public relations, advertising, and consulting firm.	<a href="https://www.linkedin.com/in/cristal-patterson/">https://www.linkedin.com/in/cristal-patterson/</a>
Cristal Patterson	Strategic Communications Specialist	American Federation Of State Co	Feb 2008	May 2010		Plan and implement communications strategies for organizing campaigns and political programs reaching millions of people.	<a href="https://www.linkedin.com/in/cristal-patterson/">https://www.linkedin.com/in/cristal-patterson/</a>
Cristal Patterson	Online Communications	Hillary For President	Jan 2007	Feb 2008		Generated content for campaign blog, including travel to write about campaign activities.	<a href="https://www.linkedin.com/in/cristal-patterson/">https://www.linkedin.com/in/cristal-patterson/</a>
Cristal Patterson	Deputy Finance Director	America Votes	Jan 2006	Jan 2007		Fundraiser and writer for the nation's largest 501(c)(3) non-profit.	<a href="https://www.linkedin.com/in/cristal-patterson/">https://www.linkedin.com/in/cristal-patterson/</a>
Cristal Patterson	Online Operations Manager	Kennedy For Senate	Feb 2006	2006		Responsible for overseeing all aspects of online operations, messaging, fundraising, and outreach; built a team of volunteers.	<a href="https://www.linkedin.com/in/cristal-patterson/">https://www.linkedin.com/in/cristal-patterson/</a>
Cristal Patterson	Active Outreach Coordinator/Research Associate	Democratic Congressional Campa	2003	2005	Washington, DC	Developed and supervised \$3.5 million+ budget for multi-district GOV efforts.	<a href="https://www.linkedin.com/in/cristal-patterson/">https://www.linkedin.com/in/cristal-patterson/</a>
Cristal Patterson	Field Director	U.S. House Of Representatives	Mar 2002	Sep 2002	Davenport, IA	Organized and promoted fund-raising and publicity events for candidates for Senate, Governor, State Representative, and US House.	<a href="https://www.linkedin.com/in/cristal-patterson/">https://www.linkedin.com/in/cristal-patterson/</a>
Cristal Patterson	Field Director	Robert Feldman And Associates	Mar 2002	Sep 2002	Bethesda, MD	Managed office operations for real estate advertising firm; created media plans; oversaw distribution of direct mail.	<a href="https://www.linkedin.com/in/cristal-patterson/">https://www.linkedin.com/in/cristal-patterson/</a>
Daisy Wolf	Client Solutions Manager, Government And Politics	Facebook	Jul 2014	Apr 2017	Greater New York City Area		<a href="https://www.linkedin.com/in/daisy-wolf/">https://www.linkedin.com/in/daisy-wolf/</a>
Daisy Wolf	Sales And Marketing Intern	Facebook	May 2013	Apr 2013	Greater New York City Area		<a href="https://www.linkedin.com/in/daisy-wolf/">https://www.linkedin.com/in/daisy-wolf/</a>
Daisy Wolf	Analyst At Eni Burnell Outfront	Eni	Jun 2013	2013	Greater New York City Area		<a href="https://www.linkedin.com/in/daisy-wolf/">https://www.linkedin.com/in/daisy-wolf/</a>
Daisy Wolf	Campaign Headquarters Intern	Re-Election Campaign Of Nyc May	Jun 2009	Aug 2009	New York City		<a href="https://www.linkedin.com/in/daisy-wolf/">https://www.linkedin.com/in/daisy-wolf/</a>
Daisy Wolf	Intern, Senator Kristen Gillibrand	United States Senate	Jun 2009	Aug 2009	New York City		<a href="https://www.linkedin.com/in/daisy-wolf/">https://www.linkedin.com/in/daisy-wolf/</a>
Daisy Wolf	Senior Director Charles Schumer	United States Senate	Jun 2009	Aug 2009	New York City		<a href="https://www.linkedin.com/in/daisy-wolf/">https://www.linkedin.com/in/daisy-wolf/</a>
Diego Bassante	Manager, Latin American Political & Government Outreach	Facebook	Jan 2014	Present	Buenos Aires, Argentina	Promoting citizen participation and engagement towards an open, transparent, and democratic political system.	<a href="https://www.linkedin.com/in/diego-bassante/">https://www.linkedin.com/in/diego-bassante/</a>
Diego Bassante	Foreign Service Officer	Embassy Of Ecuador In Washing	Aug 2009	Jun 2014	Washington D.C. Metro Area	External Relations & a Devoted and developed the Embassy's communications strategy in a highly political environment.	<a href="https://www.linkedin.com/in/diego-bassante/">https://www.linkedin.com/in/diego-bassante/</a>
Diego Bassante	Assistant Director	Directorate For Asia, Ministry Of F	Jun 2009	Jun 2009	Quito	I analyzed foreign policy reports from the Ecuadorian embassies in Asia and processed the information.	<a href="https://www.linkedin.com/in/diego-bassante/">https://www.linkedin.com/in/diego-bassante/</a>
Diego Bassante	Office Of The Vice Minister, Ministry Of Foreign Affairs	Office Of The Vice Minister, Minis	Jun 2009	Jun 2009	Quito	I acted as the Vice Minister of Foreign Affairs, with emphasis in analyzing bilateral relations and promoting Ecuador's interests.	<a href="https://www.linkedin.com/in/diego-bassante/">https://www.linkedin.com/in/diego-bassante/</a>
Diego Bassante	Inspector Of International Trade Relations	Universidad De Las Américas	Feb 2008	Jun 2008	Quito	I designed the syllabus for the undergraduate-level course a... International Trade Relations.	<a href="https://www.linkedin.com/in/diego-bassante/">https://www.linkedin.com/in/diego-bassante/</a>
Diego Bassante	Assistant Secretary	Executive Secretariat Of The Equa	Dec 2007	Apr 2008	Quito	I coordinated efforts by different Ecuadorian embassies in Asia leading to the country's inclusion in the APEC forum.	<a href="https://www.linkedin.com/in/diego-bassante/">https://www.linkedin.com/in/diego-bassante/</a>
Diego Bassante	Supervisor For Customer Satisfaction Survey	Ipssos Asi	Jan 2006	May 2006	Quito	I led a 25-person team in a customer satisfaction survey for Movistar mobile phone operator.	<a href="https://www.linkedin.com/in/diego-bassante/">https://www.linkedin.com/in/diego-bassante/</a>
Diego Bassante	Coordinator Of E-Voting Monitoring	Participacion Ciudadana	Jun 2004	Oct 2004	Quito		<a href="https://www.linkedin.com/in/diego-bassante/">https://www.linkedin.com/in/diego-bassante/</a>
Don Seymour	Politics & Government Outreach Manager, North America	Facebook	Dec 2013	Present	Washington, DC		<a href="https://www.linkedin.com/in/don-seymour/">https://www.linkedin.com/in/don-seymour/</a>
Don Seymour	Deputy Communications Director For U.S. House Speaker John Boehner	U.S. House Of Representatives	Aug 2013	Nov 2013	H-232 The Capitol, Washin	Served as a spokesman, Digital Communications Director, and Deputy Communications Director for Speaker Boehner's political communications director responsible for all political, fundraising, and Boehner-related communications.	<a href="https://www.linkedin.com/in/don-seymour/">https://www.linkedin.com/in/don-seymour/</a>
Don Seymour	Political Communications Director	National Republican Congressio	Jul 2007	Dec 2010			<a href="https://www.linkedin.com/in/don-seymour/">https://www.linkedin.com/in/don-seymour/</a>
Don Seymour	Chief Coordinator, Western County (Oh)	Bob Cherney '04	Sep 2004	2004			<a href="https://www.linkedin.com/in/don-seymour/">https://www.linkedin.com/in/don-seymour/</a>
Elsa Bory	Politics & Government Outreach Manager For France And South America	Facebook	Aug 2016	Present	Région de Paris, France		<a href="https://www.linkedin.com/in/elsa-bory/">https://www.linkedin.com/in/elsa-bory/</a>
Elsa Bory	Politics & Government, Southern Europe Accounts Manager	Facebook	Sep 2015	Aug 2016	London, United Kingdom		<a href="https://www.linkedin.com/in/elsa-bory/">https://www.linkedin.com/in/elsa-bory/</a>
Elsa Bory	Manager, Latin American Political & Government Outreach	Facebook	Dec 2013	Present	Buenos Aires, Argentina		<a href="https://www.linkedin.com/in/elsa-bory/">https://www.linkedin.com/in/elsa-bory/</a>
Elsa Bory	Manager, Latin American Political & Government Outreach	Facebook	Dec 2013	Present	Buenos Aires, Argentina		<a href="https://www.linkedin.com/in/elsa-bory/">https://www.linkedin.com/in/elsa-bory/</a>
Elsa Bory	Manager, Latin American Political & Government Outreach	Facebook	Dec 2013	Present	Buenos Aires, Argentina		<a href="https://www.linkedin.com/in/elsa-bory/">https://www.linkedin.com/in/elsa-bory/</a>
Elsa Bory	Manager, Latin American Political & Government Outreach	Facebook	Dec 2013	Present	Buenos Aires, Argentina		<a href="https://www.linkedin.com/in/elsa-bory/">https://www.linkedin.com/in/elsa-bory/</a>
Elsa Bory	Manager, Latin American Political & Government Outreach	Facebook	Dec 2013	Present	Buenos Aires, Argentina		<a href="https://www.linkedin.com/in/elsa-bory/">https://www.linkedin.com/in/elsa-bory/</a>
Elsa Bory	Manager, Latin American Political & Government Outreach	Facebook	Dec 2013	Present	Buenos Aires, Argentina		<a href="https://www.linkedin.com/in/elsa-bory/">https://www.linkedin.com/in/elsa-bory/</a>
Elsa Bory	Manager, Latin American Political & Government Outreach	Facebook	Dec 2013	Present	Buenos Aires, Argentina		<a href="https://www.linkedin.com/in/elsa-bory/">https://www.linkedin.com/in/elsa-bory/</a>
Elsa Bory	Manager, Latin American Political & Government Outreach	Facebook	Dec 2013	Present	Buenos Aires, Argentina		<a href="https://www.linkedin.com/in/elsa-bory/">https://www.linkedin.com/in/elsa-bory/</a>
Elsa Bory	Manager, Latin American Political & Government Outreach	Facebook	Dec 2013	Present	Buenos Aires, Argentina		<a href="https://www.linkedin.com/in/elsa-bory/">https</a>



Kaiva Waddel	Client Partner, Politics	Facebook	Jul 2012	Oct 2015	Washington D.C. Metro Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kaiva Waddel	Proc And Nonprofit Account Manager	NBP VAN	Feb 2010	Jul 2012	Washington, DC		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kaiva Waddel	National Events Coordinator, Mgr Gifts Department	Emily's List	2009	2010		Managed PAC, nonprofit, and labor union markets for political technology and new media firm.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kaiva Waddel	Asst. To The Majority Council Director	Emily's List	2008	2009			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kaiva Waddel	Major Gifts Assistant	Emily's List	2007	2008			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kaiva Waddel		Val Resorts	2008				<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kaiva Waddel	Campaign Corps Staffer - Ohio Senate Democrats	Emily's List	Aug 2008	Nov 2008		Campaign Corps is a national grassroots program dedicated to politically empowering young people. Each	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Kaiva Waddel	Research And Outreach Fellow	Napa Valley Economic Developm	May 2008	Jul 2008		Managed and updated the press contact database, researched local development issues to supplement	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Karina Erickson	Deputy Press Secretary For Congressman Ted Poe (R-Tx)	U. S. House Of Representatives	Jan 2008	May 2017	Washington D.C. Metro Area	Crafted speeches, press releases, op-eds, newsletters and 400's staff Washington-based media events	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Karina Erickson	Privacy And Public Policy Associate/Extern: Campaigns And Gov	Facebook	Aug 2015	Dec 2015	Washington D.C. Metro Area	The Campaigns and Politics team engages in educational outreach about the platform and products with	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Karina Erickson	Intern	Dc London, Inc.	Jan 2015	Apr 2015	Washington D.C. Metro Area	Learned how to best utilize digital strategy in the political environment	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Karina Erickson	Campaign Manager	Trieste For Texas	Jul 2013	May 2014	Neacochoches, Texas	Managed successful campaign against opponent in Neacochoches, Texas, managed volunteers and	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Karina Erickson	Legislative Intern	Texas House Of Representatives	Jan 2013	May 2013	Austin, Texas Area	Created bill analysis of legislation for the Representative's committees including Higher Education and	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Karina Erickson	Chapter Chairman	Young Conservatives Of Texas	May 2013	2013	Stephen F. Austin State Un	Responsible for building chapter of 30 millennials, creating and organizing political events, agenda	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Mohana	Account Manager, SMB Politics And Government	Facebook	Jun 2017	Present	Austin, Texas Area	Co-founded the SMB Political team responsible for account management duties for US down	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Mohana	Account Manager, Consumer Packaged Goods	Facebook	May 2014	Dec 2015	Austin, TX	Managed 80 CPG, Retail, and E-commerce clients, consistently driving product adoption and revenue	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Mohana	Global Brand Team Mba Summer Associate, Baby Alive	Hasbro	Jun 2013	Aug 2013	Rhode Island	Over-saw product development process of doll accessories working cross-functionally with multiple	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Mohana	Public Relations Coordinator	Museum Of Fine Arts, Boston	May 2011	Jul 2012	Boston, MA	Promoted MFA exhibitions and events by securing media coverage in The Wall Street Journal, The New	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Mohana	Public Relations Assistant	Museum Of Fine Arts, Boston	Aug 2010	May 2011	Boston, MA	Planned and executed public opening of the Art of the Americas Wing attended by over 14,000 visitors	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Mohana	Account Coordinator	Nancy J. Friedman Public Relation	Aug 2009	Sep 2010	New York City, New York	Represented clients such as ICRAVE Design Firm, Desert Springs JW Marriott, Pod Hotel, and The	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Mohana	Marketing And Social Media Coordinator	Robinson Baron Design	2010	2010	Greater New York City Area	Wrote byline articles and website content on behalf of Robin Baron	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Mohana	Communications Intern	Whitney Museum Of American Art	Jun 2009	Aug 2009			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Mohana	Marketing/Communications Intern	Institute Of Contemporary Arts	Jan 2009	May 2009			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Mohana	Public Relations Intern	Museum Of Fine Arts, Boston	Jun 2008	Dec 2008			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Mohana	Public Relations Intern	Boston Ballet	Sep 2007	May 2008			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Mohana	Marketing, Public Relations, Special Events Intern	New Orleans Museum Of Art	Jun 2007	Aug 2007			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Mohana	On-Air Reporter	Klof/Kun Hiv 10	2006	2007			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Rose	Vertical Measurement Lead, Govt & Politics	Facebook	Jun 2015	Present	Menlo Park, CA	Consults Politics campaigns, Super PACs, governmental organizations, non-profits and advocacy	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Rose	Vertical Measurement Lead, Automotive	Facebook	Jun 2014	Sep 2015	Menlo Park, California	Consulted on research agenda and measurement attribution models for 21+ top tier clients across	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Rose	User Operations Specialist	Facebook	Mar 2012	Nov 2014	Austin, Texas	Built and managed tools infrastructure, coded features, and policies for global team	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Rose	Freelance Writer	Peace Corps Consortium	Nov 2011	Mar 2012	Austin, Texas Area	Conducted interviews with global leads to assess project progress and deadlines	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Rose	Community & Organizational Development Consultant	Peace Corps	Jul 2009	Jul 2011	Mokrovo	Devised and edited 21 winning grants and budgets for economic development projects	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katharine Rose	Administrative Coordinator	Art League Houston	Aug 2008	May 2009	Houston, Texas Area	Wrote and distributed content for press releases and donor and Board Member correspondence	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katie Harbath	Global Politics And Government Outreach Director	Facebook	Feb 2017	Present	Washington D.C. Metro Area	Am working in the Facebook DC office leading the team helping elected officials, politicians and	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katie Harbath	Director Of Online Services	Ministry Of Republican Senatorial Ca	Mar 2011	2011		In charge of all the online operations at the NSRC for the 2010 cycle.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katie Harbath	Director Of Online Services	Do Group	Feb 2008	Aug 2009			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katie Harbath	Deputy Campaign Director	Rudy Giuliani Presidential Committ	Feb 2007	Jan 2008			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katie Harbath	Senior Account Manager	Dc Group	2008	2008			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katie Harbath	Communications Director/Press Secretary	U.S. House Of Representatives	Oct 2005	Sep 2006			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Katie Harbath	Associate Director Of Communications	Republican National Committee	Aug 2003	Oct 2005			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Marcus Alexander Raimond	Client & Accounts Manager, Democratic Politics	Facebook	May 2017	Present	Washington D.C. Metro Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Marcus Alexander Raimond	Digital Analytics Specialist	Smithsonian Channel	Feb 2017	May 2017	Greater New York City Area	Digital product and marketing analytics for SVOD services. I also ran our direct-response digital advertising	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Marcus Alexander Raimond	Digital Advertising Analyst	Hillary For America	Jul 2016	Nov 2016		I analyzed top-level digital ads programs for the campaign. I also developed the reporting infrastructure &	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Marcus Alexander Raimond	Director, Strategy And Finance	Scholastic Success	Aug 2015	Jul 2016			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Marcus Alexander Raimond	Selected Consultant	SAO Paulo Area, Brazil	Aug 2013	May 2015	SAO Paulo Area, Brazil	Created and managed international college admissions consultancy for high achieving Brazilian students	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Marcus Alexander Raimond	Eleven Case Financial Services	SAO Paulo Area, Brazil	Apr 2014	Dec 2014	SAO Paulo Area, Brazil		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Marcus Alexander Raimond	New Business And Innovation Intern	Vanderbilt Writing Studio	Aug 2017	Aug 2013	Greater Nashville Area, TN	Consulted Graduate and Undergraduate students on their academic and professional writing.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Michael Hogan	Product Manager - International Elections	Facebook	Jul 2017	Present			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Michael Hogan	Partner Manager - Civics & Elections	Google	Aug 2014	Jun 2017			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Michael Hogan	Program Manager - Access Africa	Google	Jul 2015	May 2016		Program Manager on Access Africa	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Michael Hogan	Partner Operations Manager	Google	Dec 2012	Jul 2015		Elections & Civics, August 2014 - July 2015	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Michael Hogan	Market Analyst - Product Content	Zywave	Sep 2010	Nov 2012			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Monica Lee	Data Scientist	Facebook	Feb 2010	Present	Menlo Park, CA	Core Data Science (Identity Research & Modeling), Politics & Civic Engagement.	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Nitin Saluja	Policy Programs Manager (Government & Politics Outreach) - India	Facebook	Jan 2016	Present		Refine, manage and scale Facebook's programs on Government, Elections & Politics and	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Nitin Saluja	Consultant Social Media And Citizen Engagement	Nia	Dec 2014	Dec 2015	New Delhi Area, India	Nia is a theatre and art enthusiast and uses different mediums to express himself. In the spirit of ideas	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Nitin Saluja	Panelist At Indian Institute Of Technology, Bombay	Indian Institute Of Technology, B	Feb 2015	Feb 2015	Bombay	Invited as a panelist for a panel discussion on Youth, Politics and Governance at Indian Institute of	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Nitin Saluja	Assistant Manager - Program Management   Social Media   Citizen	Nia	May 2014	Dec 2014	New Delhi	Program Management	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Nitin Saluja	Speaker At Young Round Square Conference Of South	Young Round Square Conference	Nov 2014	Nov 2014		Young Round Square is a Junior level association of Round Square International Schools. Young Round	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Nitin Saluja	Guest Speaker At TRS City Conference	Teach For India	Aug 2014	Aug 2014	American Embassy School		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Nitin Saluja	Executive Consultant To Minister Of State For Communications,	Ministry Of Communications And	May 2013	Apr 2014	New Delhi Area, India	Led a team that created, developed, and executed Minister Deora and the minister's	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Nitin Saluja	Self Consultant - South Asia Sustainable Development Departme	The World Bank	Oct 2012	Apr 2013	New Delhi Area, India	Thed Mahareeta Rural Water Supply and Sanitation Project	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Nitin Saluja	Self Consultant - Product Content	Test Conferences	Feb 2013	Feb 2013	New Delhi Area, India	Nitin is a theatre and art enthusiast and uses different mediums to express himself. In the spirit of ideas	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Nitin Saluja	Analyst-Risk Advisory Services	Ernst & Young	Jul 2010	Sep 2011	New Delhi Area, India	Worked with the industrial and Consumer Products of the Risk Advisory Services practice at Ernst and	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Nitin Saluja	Core Group Member Of Capacity Building Of Normated Nvs Vol	National Service Scheme, Govern	2009	2010		To prepare a Training Module on Soft Skills to be imparted to the selected volunteers for Commonwealth	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Nitin Saluja	Core Group Member Of Indian Youth Delegation	Ministry Of Youth Affairs And Spor	Jul 2009	Jun 2009	China	To promote mutual understanding of values and cultures amongst the youth. To give a report of the	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Nitin Saluja	Trainer	Shikshaya Namaha	May 2007	Dec 2008	New Delhi Area, India		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Nitin Saluja	Associate	Wipro	Sep 2007	Dec 2007	New Delhi Area, India		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Scott Wilson	Politics & Government Associate	Facebook	Jun 2017	Present	Greater New York City Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Scott Wilson	Politics & Government Media Support Coordinator	Facebook	Aug 2015	Jun 2017	Greater New York City Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Scott Wilson	Digital/Political Intern	Abs News	Jun 2014	Aug 2014	Washington D.C.		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Scott Wilson	Media Outreach Intern	Luis Rodriguez Campaign For Gov	Apr 2014	Jun 2014			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Scott Wilson	Newsroom Intern	Abs News	May 2013	Aug 2013	Los Angeles, CA		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Shaniqua McClendon	Politics And Government Outreach Extern	Facebook	Jun 2017	Aug 2017	Washington D.C. Metro Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Shaniqua McClendon	Legislative Director - Office Of Congresswoman Alma Adams	U.S. House Of Representatives	Dec 2014	Jul 2016	Washington D.C. Metro Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Shaniqua McClendon	Legislative Aide - Office Of Us Senator Kay R. Hagan	United States Senate	Mar 2012	Dec 2014	Washington D.C. Metro Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Shaniqua McClendon	Legislative Correspondent - Office Of Us Senator Kay R. Hagan	United States Senate	Nov 2011	Jan 2012	Washington D.C. Metro Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Shaniqua McClendon	Staff Assistant - Office Of Us Senator Kay R. Hagan	United States Senate	Aug 2010	May 2011	Washington D.C. Metro Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Shaniqua McClendon	Entrepreneurial Instructor & Program Assistant	High Tech Society Charming By De	Jun 2010	Aug 2010	Washington D.C. Metro Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Shaniqua McClendon	Office Of Presidential Correspondence Intern	Executive Office Of The President	Jan 2010	May 2010	Washington D.C. Metro Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Shaniqua McClendon	Campaign Associate	United Way Of The Greater Triang	Aug 2009	Dec 2009		Managed United Way campaigns for over 50 Work Place Giving accounts that fall in two categories: Wake Co	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Shaniqua McClendon	Customer Service Representative	Rbc Bank	May 2008	Aug 2009		As a floating customer service representative I traveled to various RBC Banks when ever extra coverage was	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Shaniqua McClendon	Operations Analyst Intern	Credit Suisse	Jun 2008	Aug 2008		Interning with the announcements team in the asset servicing department required a great deal of detail or	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	Government And Politics Outreach	Facebook	May 2016	Present	Washington D.C. Metro Area	Establish and manage relationships with political partners, government agencies, elected officials,	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	Development Consultant	Self	Jan 2015	Apr 2016	Washington D.C. Metro Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	Chief Of Protocol	Usa Pavilion At Expo Milano 2015	Apr 2015	Dec 2015	Milan Area, Italy	Managed over 800 VIP delegation visits to the USA Pavilion including foreign heads of government	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	Outreach Consultant	Center For Asian American Media	Feb 2015	Apr 2015	San Francisco Bay Area	The Aspen Institute	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	Major Gifts Officer	The Aspen Institute	Jan 2014	Dec 2014	Washington D.C. Metro Area	Managed donor engagement, cultivation, and stewardship for the Aspen Institute's \$100 million	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	Gen4 Finance Director	Test Conferences	Nov 2012	Jan 2013	Washington D.C. Metro Area	Facilitated fundraising efforts and communications for Gen44 raises as part of the finance team	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	Gen4 Finance Director	Obama For America	Aug 2011	Nov 2012	Greater Chicago Area	Managed all aspects of Gen44, the under-40 fundraising program of Obama-Biden 2012, from its	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	Gen4 Finance Director	Democratic National Committee	May 2009	Apr 2011	Washington D.C. Metro Area	Created Gen44 finance constituency group and served as the point of contact for Generation Obama	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	Consultant	Chopper Trading	Feb 2009	Mar 2009	Greater Chicago Area	Directed all political and fundraising activities for Ray Fernando, President	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	National Candidate Finance Director	Docu	Jul 2008	Dec 2008	Washington D.C. Metro Area	Served as a liaison between the Candidate Fundraising department and candidates in the	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	McAllen Finance	Hillary Clinton For President	Jun 2007	Jun 2008	Washington D.C. Metro Area	Helped coordinate over 65 fundraising events that raised \$15 million for the presidential campaign	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	Production Manager/Executive Assistant	Grunwald Communications	Jan 2005	Jun 2007	Washington D.C. Metro Area	Supervised media production for Hillary for President, the 2006 re-election campaigns of Sen. Hillary	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	Account Assistant	Mhc Partners	Jul 2004	May 2004	Washington D.C. Metro Area	Managed campaign account information for Democratic clients and interest groups with direct mail	<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	Career Development Services - Employer Relations Associate	Loyola Mountmout University	Sep 2002	May 2004	Greater Los Angeles Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	Executive Assistant/Intern	Pink/Rob	Sep 2002	May 2003	Greater Los Angeles Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	Production Assistant	20Th Century Fox	Jan 2002	Jun 2002	Greater Los Angeles Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Sharon Yang	Publicity Intern	Interscope Records	Aug 2001	Dec 2001	Greater Los Angeles Area		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Susannah Temko	US Politics & Government Associate Manager	Facebook	Sep 2016	Sep 2017	London, United Kingdom		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Susannah Temko	Communications Assistant	Camegie Middle East Center	May 2016	Jul 2016	Beirut		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Susannah Temko	Campaigns Consultant	CIT Group	Jan 2014	Apr 2016	London, United Kingdom		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Susannah Temko	Communications Intern	M. Communications	Jul 2012	Aug 2012	London, Arab Emirates		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Susannah Temko	Public Affairs Intern	World Wildlife Fund	Sep 2011	Sep 2011	Godalming, UK		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Susannah Temko	Intern	Purple   Pr	Jun 2011	Jun 2011	London		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Susannah Temko	Spokesperson/Face Of Royal Marsden Campaign	Teenage Cancer Trust	Jan 2009	Jun 2011	London, United Kingdom		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Tom Miller	Politics And Government Outreach Associate Manager & Euro	Facebook	Nov 2017	Present	London, United Kingdom		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Tom Miller	Politics And Government Outreach Support Specialist & Euro	Facebook	Mar 2017	Nov 2017	London, United Kingdom		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Tom Miller	Senior Associate, Risk Advisory	Deloitte UK	Sep 2015	Mar 2017	London, United Kingdom		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Tom Miller	Widening Participation Student Ambassador	Deloitte	Oct 2011	Aug 2015			<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Tom Miller	Parliamentary Researcher	House Of Commons	Feb 2015	Apr 2015	Office Of Hon Ed Vaizey, M		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Tom Miller	Translator And Proofreader	Freelance	Oct 2013	Jul 2014	Cologne, Germany		<a href="https://www.linkedin.co">https://www.linkedin.co</a>
Tom Miller	Parliamentary Assistant	House Of Commons	Oct 2012	Sep 2013	Office Of George Hollnagel		<a href="https://www.linkedin.co">https://www.linkedin.co</a>

# APPENDIX C

## Appendix C

### Facebook Job Listings for Politics Available in Internet Archive and online 2012-2018

Date Listed	Job Posted	Location	Key Responsibilities or Requirements*
December 2012	Manager, Global Marketing Solutions <sup>1</sup>	Washington, DC	- Build relationships to help penetrate large governmental, non-profit, and political organizations to develop deep partnerships and investments in Facebook's marketing products
January, February, & April 2013	Client Partner, Politics <sup>2</sup>	Washington, DC	- Create and deliver consultative sales presentations using industry knowledge, market trends, and Facebook marketing solutions to major US political campaigns, government agencies and/or advocacy groups - Drive adoption of Facebook ads, pages, and platform to achieve their campaign goals
May 2013	Account Manager, Global Marketing Solutions <sup>3</sup>	Washington, DC	N/A
June 2013	Strategic Partner Development, Politics <sup>4</sup>	Washington, DC	N/A
August 2013	Client Partner, Politics <sup>5</sup>	Menlo Park, CA	N/A
August 2013	Account Manager, Global Marketing Solutions <sup>6</sup>	Washington, DC	- Provide dedicated account management to strategic online accounts - Troubleshoot to quickly resolve advertiser issues - Strong knowledge of US Politics, Government & Nonprofit/Advocacy environment
September & October 2013	Client Partner, Politics <sup>7</sup>	Menlo Park, CA	N/A
November, December 2013 & January 2014	Account Manager, Global Marketing Solutions – Politics & Advocacy <sup>8</sup>	Menlo Park, CA or Washington, DC	N/A
October 2014	Client Solutions Manager, Government/Politics <sup>9</sup>	Menlo Park, CA or Washington, DC	- This role is responsible for partnering with the sales team to develop industry-specific marketing relationships and drive revenue by negotiating and optimizing complex opportunities, and use data and analytics to build a consultative solution for our customers

<sup>1</sup> <https://web.archive.org/web/20121218053652/https://www.facebook.com/careers/department?dept=sales&req=a2KA0000000EWGGM4>.

<sup>2</sup> <https://web.archive.org/web/20130108111332/https://www.facebook.com/careers/department?dept=sales&req=a2KA0000000EipxMAC>;  
<https://web.archive.org/web/20130213121723/http://www.facebook.com/careers/department?dept=sales&req=a2KA0000000EipxMAC>.

<sup>3</sup> <https://web.archive.org/web/20130514222649/https://www.facebook.com/careers/teams/sales>.

<sup>4</sup> <https://web.archive.org/web/20130614214012/https://www.facebook.com/careers/teams/sales>.

<sup>5</sup> <https://web.archive.org/web/20130815015110/https://www.facebook.com/careers/teams/sales>.

<sup>6</sup> <https://web.archive.org/web/20130605043002/https://www.facebook.com/careers/department?dept=sales&req=a0IA00000006cQhdMAE>.

<sup>7</sup> <https://web.archive.org/web/20130925103830/https://www.facebook.com/careers/teams/sales>.

<sup>8</sup> <https://web.archive.org/web/20131109121001/https://www.facebook.com/careers/teams/sales/>;

<https://web.archive.org/web/20140103185049/https://www.facebook.com/careers/teams/sales>.

<sup>9</sup> <https://web.archive.org/web/20141007184941/https://www.facebook.com/careers/department?dept=sales&req=a0IA0000000G3Z1oMAF>.

May & June 2015	Client Solutions Manager, Politics – Democratic Party <sup>10</sup>	Washington, DC	N/A
May, June, July, August 2015	Client Solutions Manager, Politics – Republican Party <sup>11</sup>	Washington, DC	N/A
August 2015	Public Policy Manager, US Public Policy <sup>12</sup>	Washington, DC	N/A
October 2017	Client Partner, Politics <sup>13</sup>	Washington, DC	<ul style="list-style-type: none"> <li>- Facebook is seeking a strong sales and marketing professional to help build and sell Facebook's advertising solutions to significant advertisers in the US Politics industry, specifically to Democratic candidates, campaigns, and advocacy groups. With proven understanding of both online and traditional media, this role will align with a Client Solutions Manager to develop industry-specific marketing relationships and drive revenue by negotiating and optimizing complex opportunities with strategic clients.</li> <li>- Develop and actively manage short and long-term account plans based on client brand and direct response marketing objectives.</li> <li>- Preferred Qualifications: Understanding of the politics industry</li> </ul>
July 2018	Client Partner, Politics - Democratic Party <sup>14</sup>	Washington, DC	<ul style="list-style-type: none"> <li>- Facebook is seeking a strong sales and marketing professional to help build and sell Facebook's advertising solutions to significant advertisers in the US Politics industry, specifically to Democratic candidates, campaigns, and advocacy groups. With proven understanding of both online and traditional media, this role will align with a Client Solutions Manager to develop industry-specific marketing relationships and drive revenue by negotiating and optimizing complex opportunities with strategic clients.</li> </ul>
July 2018	Client Partner, Politics - Republican Party <sup>15</sup>	Washington, DC	<ul style="list-style-type: none"> <li>- Facebook is seeking a strong sales and marketing professional to help build and sell Facebook's advertising solutions to significant advertisers in the US Politics industry, specifically to Republican candidates, campaigns, and advocacy groups. With proven understanding of both online and traditional media, this role will align with a Client Solutions Manager to develop industry-specific marketing relationships and drive revenue by negotiating and optimizing complex opportunities with strategic clients.</li> <li>- The ideal candidate will have extensive experience in selling cross-network marketing solutions to multichannel advertisers as well as an understanding of the Politics industry and its key drivers for success.</li> <li>- Develop and actively manage short and long-term account plans based on client brand and direct response marketing objectives.</li> <li>- Preferred Qualifications: Understanding of the politics industry</li> </ul>
July 2018	Policy Associate Manager, Politics and Government Outreach <sup>16</sup>	Washington, DC	<ul style="list-style-type: none"> <li>- This role will serve as one of Instagram's liaisons working with political public figures and their teams, focusing on connecting influencers to the global community in innovative ways. It will also be responsible for building projects and partnerships which reinforce Instagram's role in civic and cultural moments around the globe.</li> <li>- The government and politics policy team is an external arm of Facebook Inc and works with the world's governments and politicians on how to best use Facebook and Instagram to connect with their constituents.</li> <li>- Responsibilities: Manage implementation and optimization of trainings on how to use Instagram for governments and politicians.</li> <li>- Qualifications: 5 plus years work experience, with focus on building and implementing digital strategy and partnerships in the political space such as on campaigns, political committees, media organizations or political organizations.</li> </ul>

<sup>10</sup> <https://web.archive.org/web/20150530121643/https://www.facebook.com/careers/teams/sales/>.

<sup>11</sup> <https://web.archive.org/web/20150812091203/https://www.facebook.com/careers/teams/sales/>.

<sup>12</sup> <https://web.archive.org/web/20150812091124/https://www.facebook.com/careers/teams/communications/>.

<sup>13</sup> <https://www.daybook.com/jobs/ccmbNuMXkNbCW3Gy>.

<sup>14</sup> <https://www.theladders.com/job/client-partner-politics-democratic-party-facebook-washington-dc-34876421>.

<sup>15</sup> <https://lensa.com/client-partner-politics-republican-party-jobs/washington/jd/040ee0dce4693088f54eb6c0ea233bcf>.

<sup>16</sup> <https://lensa.com/policy-associate-manager-politics-and-government-outreach-jobs/washington/jd/b2c5245e50fcade5453c615232a31d08>.

*\* Some positions did not have links to their descriptions available in the internet archive. These are represented as N/A*