

AARON MYERS

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EDUCATION:

The George Washington University – Washington, D.C.
School of Media and Public Affairs - Bachelor of Arts - May 2000
Political Communication Major, Political Science Minor

WORK

EXPERIENCE:

Director of New Media

U.S. Senate Majority Leader Harry Reid – Washington, D.C. (April 2009-Present)

Manager of online outreach and development for Senator Reid and the Senate Democratic caucus. Tasked with guiding senators and staff in their use of new media tools. Responsible for editorial and creative content of Web properties – leading a staff of developers, video editors, and other content creators to shape Democratic messaging for online press outlets, blogs, and social media. Led adoption of Twitter and Facebook. Carried out 2011 relaunch of democrats.senate.gov site (built in-house with a WordPress backend).

Online Communications Consultant

(Oct. 2008-March 2009)

Advised a variety of political and corporate clients with a focus on technology planning.

Director of Online Communications

Democratic National Convention Committee – Denver, Colo. (Feb. 2008-Sept. 2008)

Responsible for all online presentation aspects of the 2008 Democratic National Convention. Managed the planning and execution of the Convention's online presence – from infrastructure to content. Designed a significant online advertising campaign. Managed outreach to national and local blogs and credentialed more than 400 bloggers in Denver for the event. Oversaw the work of the Convention's online team and nearly 50 on-site staff and contractors through Convention Week. During the event, the official Web site received more than 3.2 million visits and 2.6 billion hits. A well-reviewed online player was built to stream live and archived full-screen, HD video content.

Internet Director

John Edwards for President – Chapel Hill, N.C. (Dec. 2006-Feb. 2008)

Managed the online staff for John Edwards' 2008 presidential campaign. Led the technical and creative teams responsible for communicating the campaign's message online, responding quickly to news events, meeting fundraising goals, providing voter information, and organizing volunteer groups. Responsible for the editorial and creative content of JohnEdwards.com, campaign e-mail, and material distributed via blogs and social networks. Designed and purchased online advertising. Oversaw Internet infrastructure and managed vendor and consultant relationships. Our team raised \$15 million online through the course of the campaign.

Online Communications Consultant

(Nov. 2004 to Dec. 2006)

Guided the creation of a variety of online advocacy and promotional projects. Designed Web sites and Internet strategy plans for several non-profit organizations, labor unions, and corporations. Created Al Gore's personal Web site and blog in conjunction with the release of his *Inconvenient Truth* film and book. Designed the online identity and Web applications of the union anti-Wal-Mart campaign of the United Food and Commercial Workers International Union (UFCW) at WakeUpWalMart.com. Designed Web and blog projects for clients including the United Nations Foundation, Air America Radio, Change America, Friends of John Kerry, and U.S. Newswire.

Director of Internet Development

Kerry for President and Kerry-Edwards 2004 – Washington, D.C. (May 2004-Nov. 2004)

Managed the Internet development and design staff for John Kerry's presidential campaign. Coordinated online features with campaign policy, communications, and political departments. Oversaw daily Web production for JohnKerry.com in support of campaign messaging, fundraising, and get-out-the-vote activities. Conducted analysis to determine best methods for collecting e-mail subscriptions and online contributions.

Director of Internet Operations***Edwards for President – Raleigh, N.C.***

(Dec. 2002-March 2004)

Oversaw the creation and day-to-day operation of all Internet communications for John Edwards' 2004 presidential campaign. Hired and managed Internet staff and vendors. Produced online features to support the campaign's daily message. Managed site design for JohnEdwards2004.com and guided all technical and editorial decisions related to online outreach. Wrote portions of site content and fundraising appeals. Designed online advertising and purchased placement. Trained national field staff and fundraising staff to use online tools to reach voters and donors. Created the campaign's Web infrastructure to successfully handle traffic surges that paralleled major news events. Successfully met fundraising and volunteer recruitment goals with the help of a small, fresh staff.

Webmaster***Office of U.S. Senator Tom Harkin – Washington, D.C.******Citizens for Harkin – Des Moines, Iowa***

(June 2001-Dec. 2002)

Designed the official Web site for Senator Harkin of Iowa. Built a system of dynamic templates to speed design and Web publication of the office's public documents. Prepared graphics packages and special content to reflect legislative and organizational themes. Recognized throughout 2002 by the Congressional Management Foundation and their Congress Online Project for "creative thinking" and "advance planning," taking a congressional Web site "to a new level." Designed and managed the official Web site for Harkin's successful 2002 reelection campaign.

Freelance Web Designer and Consultant

(Dec. 2000-Jan. 2003)

Produced long- and short-term projects for a variety of clients. Web sites, site re-designs, and Flash animations were created for clients including U.S. Senator Patty Murray, Crossroad Strategies, Fabian-Baber Communication, Struble Oppel Eichenbaum Communications, Baer Communications, Andrew Cuomo for Governor, George Washington University Medical Faculty Associates, Mogul Capital Group, and the Business Software Alliance.

Senior Web Producer***Gore 2000 and Gore/Lieberman – Nashville, Tenn.***

(June 2000-Nov. 2000)

Designed Web site content to support the daily message of Al Gore's presidential campaign. Managed text, photos, and other information from staff in the field and at the national headquarters to produce content throughout the day and during special events. Designed the campaign's Internet advertising. Coordinated live webcast events. Designed site content and backend scripting with a focus on user privacy, data security, and usability. Analyzed Web site traffic. Created illustrations for the campaign's policy publications, signage, and press releases.

**TECHNICAL
SKILLS:**

Experience designing, building, and managing high-traffic Web sites. Extensive experience with hand-coded HTML, CSS, Adobe Creative Suite, Web analytics, common CRM/CMS packages streaming media, and online advertising. Experience with ASP, ColdFusion, JavaScript, PHP, Flash, Web accessibility, DNS, and distributed content caching. Experience with several digital video editing platforms.

**REFERENCES AVAILABLE UPON REQUEST
FOR SAMPLES OF WORK : www.AaronMyers.com**