

AMANDA C. ELLIOTT

DIGITAL STRATEGIST

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EDUCATION

Clemson University

August 2007 - May 2010

B.S. in Political Science; Minor in Journalism

American University

October 2022 - Present

WeLead Campaign Training Program

SKILLS

- Adobe Creative Suite: Photoshop, After Effects, InDesign, Illustrator
 - Strategic Communications
 - Data & Analytics Reporting; experience with Grow software.
 - Ad buying on platforms like Google Ads, Facebook Ads Manager, Yahoo, and more
 - Team management
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OTHER WORK

- The Slip Newsletter co-founder (2021 - Present)
- CRC Public Relations, Account Executive (2012 - 2015)
- Ballotpedia.com, Editor (2011 - 2012)
- National Journal, The Hotline Fellow (2012)
- The Daily Caller, Political Reporter (2010 - 2011)

Republican Governors Association, August 2017 - Present
Digital Director (January 2020 - Present)

Washington, D.C.

- Oversee all digital programs for the RGA, including all advertising, grassroots email, online fundraising, and peer-to-peer texting.
 - Successfully launched the RGA's first online fundraising program in 2020.
 - Successfully launched the RGA's white-label p2p texting platform for gubernatorial candidates, GOP Gateway
- Work closely with the committee's political director to build out data-driven digital programs in key states.
- Plan and execute multi-million dollar ad buys, while coordinating creative assets, monitoring total ad spend, and optimizing for performance - all while staying within the bounds of campaign finance law.
- Work with, and manage vendor partnerships, while monitoring key KPIs.
- Provide consulting and guidance to gubernatorial campaigns.

Director of Content Strategy (2017 - 2019)

- Produced, managed, and published content across social media platforms and online properties.
- Managed RGA news site, The Free Telegraph, producing daily content for social and web consumption.

National Rifle Association, July 2015 - July 2017**Institute for Legislative Action, Social Media Liaison**

Fairfax, VA

- Managed the NRA's social media strategy for the 2016 election cycle to spur activism and engagement among members.
- Responsible for staying on top of digital trends, overseeing organizational adoption of new tools like Facebook Live and Instagram Stories.
- Managed ad campaigns on Facebook, handling everything from budget, to creative, to placement.
- Launched and managed the official NRA-ILA mobile app.
- Created social media content, using Adobe Creative Suite - including videos for advocacy and educational purposes that garnered hundreds of thousands of views.

CRC Public Relations**Content Manager, Digital Team (January - July 2015)**

Alexandria, VA

- Oversaw development of blog, website, and social media content for political and corporate clients.
- Managed projects like website launches and social media campaigns from start to finish.