

BRANT CARLSON

CLEVELAND, OHIO | (330) 932-9966 | BRANTC12@GMAIL.COM

KEY SKILLS

- **Computer Efficiency**
 - Skilled in Google applications including Google Docs, Sheets, Slides, and Forms. Experienced in using CRM software such as Monday Board, Tableau, Verve Mail, Acoustic, Airtable, and more. Trained to use Anedot and WinRed for online fundraising. Seasoned using Advantage, Campaign Sidekick, and Red Dialer for public engagement and grassroots activity.
- **Project Management**
 - Executed various projects involving grassroots activity and digital campaigns. Collaborated with colleagues on other tasks regarding issue advocacy and fundraising. Managed a team of volunteers for the 2020 Trump re-election campaign in northeast Ohio.

EXPERIENCE

- **Team Lead - The Send Team**
- Remote, February 2023 to April 2023
 - Analyzed metrics to optimize content quality.
 - Led a team of deployers to collect metrics and schedule sends across email platforms.
 - Compiled data across various CRMs to track donations and deployment success.
 - Played a critical role in restructuring of company to improve efficiency and profit.
- **Deployment Specialist - The Send Team**
- Remote, May 2021 to January 2023
 - Assisted clients in growing their digital fundraising programs.
 - Resolved HTML problems that lead to formatting issues.
 - Scheduled emails for deployment on various EMS platforms.
 - Collaborated with clients and creative houses to ensure email copywriting and HTML was formatted correctly and contained no errors.
- **Social Media Specialist - Back the Blue PAC**
- Remote, December 2020 to April 2021
 - Managed social media profiles such as Facebook and Twitter.
 - Drafted pro-police messaging to share with followers, engaged with supporters online.
- **Field Organizer - The Ohio Republican Party**
- Columbiana County, OH, March to November 2020
 - Represented Columbiana County for the 2020 Trump re-election campaign. Recruited volunteers, planned events, scheduled volunteer activations.
 - Canvassed neighborhoods, called voters, knocked doors, surveyed constituents.
- **Intern - Congressman Bill Johnson**
- Salem, OH, January to March 2020
 - Answered calls from constituents, resolved concerns, directed constituents to the appropriate office.
 - Researched legislation and current events in the district and DC, wrote correspondence to constituents.
- **Senate Page - Senator Michael Rulli**
- Columbus, OH, May to August 2019
 - Researched and provided policy analysis to Senator Rulli and constituents. Took notes during session and committee meetings.
 - Answered calls from constituents, resolved concerns, directed constituents to the appropriate office.

EDUCATION

- **Bachelor of the Arts in Political Science - Youngstown State University**

- Youngstown, OH, Class of 2021, Major: Political Science, Minor: History, GPA: 3.6