

# Kayla J. Gowdy

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## Professional Experience

### Olympic Media

January 2021-Present

#### Director of Social Media Strategy

- Design, execute, and manage daily and long-term social media strategies to over four million followers across Facebook, Twitter, Instagram, and LinkedIn related to current political news
- Maintain active ownership of 15 social media accounts
- Write, edit, and publish 25-30 unique social media posts per day
- Garner over three million weekly engagements and increase followers by 112%
- Create compelling social media graphics and rapid response videos
- Provide weekly and monthly social media reports and use the KPIs to maximize growth and engagement
- Produce unique UTM codes to track campaigns

### National Republican Senatorial Committee

November 2020-January 2021

#### Field Operative, Georgia Senate Runoff

- Educated voters on the importance of electing Kelly Loeffler and David Perdue to the United States Senate
- Knocked on over 3,500 doors in the greater-Atlanta area

### America First Action and America First Policies

August 2019-November 2020

#### Social Media and Rapid Response Director

- Planned, curated, and managed social media content across Facebook, Twitter, Instagram, YouTube, and the organization's websites to amplify America First's mission
- Organically reached over 45 million people and achieved over 50 million impressions, 12 million video views, and 1.5 million engagements
- Designed weekly small dollar fundraising newsletter, increasing its open rate by 234%
- Produced unique social media graphics and videos
- Monitored media and quickly executed responses to breaking news

### Berman and Company

August 2017-August 2019

#### Political Communications Director

- Directed over 75 issue campaigns with budgets ranging from \$5-15 million dollars
- Crafted press releases, public statements, talking points, and speeches on high-profile political issues
- Fostered working relationships with key media outlets and managed press outreach for TV, radio, and newspaper interviews, resulting in nearly 1,000 media citations
- Executed research, writing, and publication of over 250 op-ed columns in national and local publications
- Developed independent expenditure budget for 11 congressional races in 2018 to maximize voter outreach

### Kafferlin Strategies, LLC

January 2014 – May 2017

#### Independent Contractor

- Conducted background research and wrote talking points for politically focused clients
- Fact-checked & copy-edited grant proposals and books, including Blue Collar Conservative by Rick Santorum

### America Rising, LLC

May 2016 - August 2016

#### Opposition Research Intern

- Conducted political and video research for numerous 2016 campaigns
- Filmed opposition candidates at official appearances in the Washington, D.C. area

### Congressmen Pat Tiberi, OH-12 and Bob Gibbs, OH-07

May 2015 - May 2016

#### Intern

- Attended briefings, hearings, and markups to compile summaries for legislative staff
- Facilitated clear communication between constituents and office staff

## Education

### Ashland University

Ashland, OH

B.A., Political Science and Economics, *cum laude*

May 2017

Ashbrook Scholar: Rigorous academic program for political science and history students

Undergraduate Thesis: *The Art of the Campaign: What Makes a Candidate Consistently Electable?*

## Skills & Achievements

- Cision Vocus, Lexis Nexis, Factiva, Critical Mention, TVEyes, Word Press, Campaign Monitor, Iterable, Canva, Google Analytics, Grabien, Hootsuite, Social Pilot, Meltwater, Rebrandly
- Published Author ([Fox News](#) and [RealClearPolitics](#))