

# Katherine F. Horne

207 6<sup>th</sup> Street NE Washington, D.C. 20002  
[katherinefhorne@gmail.com](mailto:katherinefhorne@gmail.com) 814-327-3769

---

## Work Experience

### Person2Person Messaging

Digital Director

Washington, DC

October 2023-January 2024

- Spearheaded collaborative efforts with diverse agencies to strategize and implement peer-to-peer (P2P) text messaging campaigns, with a strategic focus on driving substantial revenue growth. Clients primarily included Congressional and Senatorial candidates.
- Methodically documented daily outcomes utilizing a robust reporting tool, ensuring client satisfaction and providing transparent insights into campaign progress and giving tailored recommendations on next steps based on each P2P text campaign's performance.
- Orchestrated seamless coordination among internal teams to execute P2P messaging campaigns flawlessly, fostering synergy and enhancing overall campaign effectiveness while cultivating a cohesive team environment.
- Demonstrated a commitment to client success by prioritizing data-driven approaches, emphasizing the utilization of analytics to achieve optimal results.

### OnMessage, Inc.

Digital Marketing Director

Alexandria, VA

October 2021-October 2023

- Managed large-scale digital programs for multiple clients and oversaw the creation and deployment of over 250 million emails and text messages for a core digital fundraising program.
- Provided internal and client-facing reporting for several core client accounts, coordinated with external email and P2P prospecting vendors, and conducted internal A/B testing to drive performance.
- Led the digital team in utilizing marketing platforms like Salesforce Marketing Cloud, Iterable, Google Ads, and Meta Ads, as well as analytics tools like Looker Studio and Google Analytics to develop and implement new processes to optimize results for clients.
- Developed and executed robust budget plans for a variety of clients, with a keen ability to adapt and pivot based on client preferences and changing market conditions.
- Consistently delivered strong results while maintaining a deep understanding of client objectives and business goals.

### Convergence Media

Director, Digital Marketing

Alexandria, VA

March 2019-October 2021

- Led a dynamic team of eight digital professionals to develop and execute successful digital campaigns that resulted in the sending of over 1 billion emails and text messages annually and raised over \$35 million.
- Oversaw all aspects of digital fundraising efforts for Convergence's major clients, including long-term and short-term budget projections, vendor management, and all major digital client-facing interactions. Collaborated closely with internal teams and external stakeholders to ensure campaigns aligned with client objectives and delivered strong results.
- Employed a data-driven approach that utilized various testing methods to continually improve the company's digital program. Analyzed data and metrics to identify areas of improvement and pivoted strategies as needed to keep pace with evolving trends and technologies.
- Managed a variety of vendors related to email and SMS prospecting and fundraising using multiple platforms. Fostered strong relationships with vendors to ensure seamless execution of campaigns and effective collaboration on shared goals.

### NRCC

Digital Strategist

Washington, DC

May 2017-March 2019

- Led day-to-day fundraising operations, strategy, and execution for email and SMS marketing and paid online advertising. Achieved a then record-breaking amount of \$27.7 million in online fundraising for the NRCC. Developed and implemented effective digital campaigns that engaged and motivated donors, resulting in increased giving and support.
- Oversaw a multimillion-dollar online advertising budget for email and phone number acquisition, managing copy, creative, and overall strategy. Leveraged data-driven insights and industry best practices to optimize campaign performance and maximize return on investment.
- Directed reporting, analysis, and A/B testing across all digital platforms, including email, SMS, and paid advertisements. Monitored metrics and key performance indicators to identify opportunities for improvement and made data-driven decisions to optimize campaign performance.

---

## Education

### Loyola Marymount University

Bachelor of Arts, Political Science

Los Angeles, CA

Graduated May 2016

---

## Awards

- 2020 Reed Award for "Best Online Fundraising Program."
- 2020 AAPC Pollie Award for "Best Use of Automated SMS."