# Katelyn Bussey

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## PROFESSIONAL EXPERIENCE

**United States House of Representatives**                                            Washington, D.C.

*Press Assistant for Congressman Jerry Carl (AL-01)*                    December 2022 – Present

- Manage a robust mail program reaching over 700,000 constituents
- Write constituent mail regarding various legislative issues and concerns
- Draft remarks for the Congressman's speaking engagements
- Edit videos to be pushed out on various social media platforms
- Draft press releases
- Run the Congressman's social media platforms including Facebook, Instagram, and Twitter
- Boost engagement with constituents by conducting weekly e-surveys and newsletters
- Create graphics for various use
- Compose a weekly mailer to 2,500 constituents
- Book local media hits for the Congressman

**Republican National Committee**                                            Washington, D.C.

*Digital Fundraising Coordinator*                    August 2022 – November 2022

- Designed and deployed over 1,000 WinRed landing pages for RNC vendors enabling them to effectively fundraise
- Ran the Official GOP Store and launched a new modernized storefront via Shopify leading to a 110% increase in sales revenue
- Managed relationships with 9 external vendors regarding merchandise and delivering content
- Provided high performing copy for external vendors for the delivery of Peer-to-Peer SMS, and Email List Rentals

**United States House of Representatives**                                            Washington, D.C.

*Intern for Congressman Barry Moore (AL-02)*                    May 2021 - August 2021

- Interacted with constituents and answered questions regarding the member's issue stances and votes and organized and distributed that information to the appropriate staffer
- Attended briefings to stay updated on legislative issues to keep the staff informed
- Aided the communications team with writing a bi-weekly column featured on Congressman Moore's website
- Drafted social media posts and memos

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## EDUCATION                                            Auburn, AL

**Auburn University, College of Liberal Arts**                                            August 2022

- Bachelor of Arts in Communication
- Minor in Political Science