

EMILY DORAN

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WORK EXPERIENCE

Virginia Coordinated Campaign | Richmond, Virginia

August 2020 - November 2020

Digital Organizing Director, Battleground States Program, Biden for President

- Oversaw the statewide distributed peer-to-peer texting and autodialer program responsible for 63% of the total Direct Voter Contact that occurred in-state.
- Managed a highly effective team of four in a collaborative and high pressure environment, including the Communities Deputy Director and Distributed Deputy Director, developing and providing strategic support for a statewide volunteer team of 5k.
- Worked closely with the data and analytics team to build reports to address program health and growth.
- Provided in-depth trip sketches to visiting principals, worked with principal staff in advance of events to ensure talking points and logistics were prepared, managed principal engagements at meetings/events.
- Supported the Political, Coalitions, and Organizing Team events through content creation, writing email campaigns, texting campaigns, researching new topics, and social media amplification.
- Developed an online engagement program to tell the story of the campaign that produced 145 Direct-to-Camera videos and harnessed Canva, Greenfly, and Speechifai to create content online and provided the frontline for voter education and volunteer recruitment on the team's Twitter and 6 Regional Facebook Groups.
- Served as the liaison for the Digital Organizing program with National HQ and the State HQ, advocating for funds and resources to ensure the in-state team found programmatic success.

Elizabeth Warren for President | Las Vegas, Nevada

March 2019 - March 2020

Deputy Organizing Director

- Over 12 months, managed four Regional Organizing Directors and 19 Field Organizers through consistent daily priority guidance, morning meetings, and weekly coaching 1:1s.
- Developed a Caucus Program in which seven Regional Organizing Directors oversaw 39 Field Organizers while they executed program goals over the course of eight months. This process produced 371 Precinct Captains.
- Responsible for the development of program and voter platform related training and material creation for staff and volunteers. Relied heavily upon remote video training to accommodate the spread out nature of the state.
- Set up and maintained statewide hiring systems for Regional Organizing Directors, Field Organizers, and Paid Interns. Developed onboarding, ongoing training, and four statewide training retreats.
- Helped establish effective cross-departmental communication between the digital, political and operations departments by holding weekly meetings and fostering regular communication between Regional Organizing Directors and department heads.
- Oversaw the mechanics of an issue-based voter contact program that engaged voters on salient policy issues, in special support of the Warren campaign's ambitious climate agenda.

Leslie Cockburn for Congress | Charlottesville, Virginia

December 2017 - November 2018

Field Director, DCCC Red to Blue

- In the caucus-convention, oversaw a four person team that conducted 1:1 meetings to confirm 345 delegates, identified Caucus Captains to oversee teams of delegates in all 23 localities of Virginia's 5th District, organized 11 mock caucuses to prepare delegates, which resulted in Leslie Cockburn being the only candidate to file a full slate of the necessary 250 delegates and winning the democratic nomination in a four way race.
- In the general election, managed a team of 13 Field and Deputy Field Organizers, 1 Deputy Field Director, 1 GOTV Director, and 1 Out-of-District Volunteer Coordinator, who built a 2,818 person operation which laid the groundwork to make five full passes of door knocking on the final four days.
- Harnessed relational and digital organizing tools to scale voter outreach.

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- Oversaw a volunteer-run, out-of-district volunteer program that actively recruited 26 partner organizations and developed a team of 1,650 door knocking volunteers that provided capacity in highest need areas during GOTV.

Virginia Democratic Coordinated Campaign, Charlottesville, Virginia

August 2017 - November 2017

Field Organizer

- Established accountability measures for two full time fellows and six part time fellows that created a culture in which our team consistently exceeded goals, which regularly allowed us to export capacity to support other regional turfs.
- Cultivated relationships with local campaigns, partner organizations, and the county party, to coordinate capacity for a cohesive GOTV operation which resulted in 15,885 doors knocked and produced a 42% increase in Democratic turnout from the 2013 gubernatorial election.

Tom Perriello for Virginia Governor, Alexandria, Virginia

April 2017 - June 2017

Field Organizer

- Established a neighborhood team of six volunteer leaders who recruited and trained over 111 volunteers with only 53 days on the ground.
- Trained six fellows to take on relationship management and recruitment, which enabled the team to respond to the different political and geographic challenges of the turf, which was spread across parts of Prince William, Fairfax and Loudoun Counties.

POLITICO, Rosslyn, Virginia

November 2016 - April 2017

POLITICO Pro Business Development Associate

- Navigated a new market in collaboration with the sales team by identifying trends and presenting best practices to leadership.
- Identified and contacted prospective clients through research and strategic outreach.
- Served as health care policy expert by acting as a liaison between health care editorial staff and sales team providing policy and political updates.

Pennsylvania Democratic Party, Luzerne County, Pennsylvania

Field Organizer

August 2016 - November 2016

- Implemented a GOTV program by training seven volunteer leaders who oversaw 112 volunteers knock on 4,752 doors.
- Secured in-kind office space to run operations directly from turf which fostered higher volunteer engagement.

Higher Achievement, Washington D.C.

AmeriCorps VISTA

June 2014 - July 2016

- Became go-to staff member to review, revise, and author communications to internal and external stakeholders.
- Tracked three years of data to identify trends, codify best practices and provide actionable strategies for educational practitioners to intervene in schools.

EDUCATION

Miami University | Oxford, Ohio

May 2014

Bachelor of Arts in Political Science; Double Minor in Spanish and Women's, Gender & Sexuality Studies

TOOLS USED

Canva (Graphic Generator) | Greenfly (Social Media Amplifier) | Speechifai (Social Media Amplifier) | Action Network (Email Platform) | Votebuilder | Soapboxx (Direct-to-Camera Platform) | P2P and Dialer Systems |