

CHELSEA DALEY

daley.chelsea94@gmail.com, (772) 323-7532, [Digital Portfolio](#)

SKILLS

- Analytics and Reporting
 - Digital Organizing
 - Training and Management
 - Event planning and live-streaming
 - Community Building and Outreach
 - Social Media management and content building
 - Graphic Design
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WORK HISTORY

02/2022 to present

Digital Media Director

Joint Economic Committee – Washington, DC

- Creating all content for the JEC Dems Twitter and Facebook account
 - Maintaining the website's design, UX, and updates
 - Launched and maintained the first Joint Economic Committee Democrats newsletter
 - Working with policy experts on messaging and rollout of campaigns/ products
 - Lead on Digital outreach and training with other Senate/House committees, member's offices, and partner organizations (resulting in multiple coordinate social media efforts having our hashtag trend)
 - Working with the Chairman in achieving his voice and digital messaging goals
 - Lead on the creation of video and graphic design elements
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04/2021 to 02/2022

Director of Digital Strategy

Department of Homeland Security, Political Appointee – Washington, DC

- Led the interagency digital response for Afghan resettlement including a coordinated social effort to raise awareness around the mission with the White House, Department of Defense, the State Department, and The Justice Department.
 - Managing both the Department and Secretary's main accounts with over 2 million followers
 - Led the creation of all content, graphic design, and social media strategy for the Department's portfolio of issues including Immigration, Natural Disasters and preparedness, Combating Domestic Violent Extremism, Cybersecurity, and more.
 - Crisis communications in responding to natural disasters, national security issues, etc.
 - The one digital person for the entire agency; managing component leadership, organizing content across the agency, and providing guidance to components and other agencies.
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07/2020 to 11/2020

Digital Communities Director

Joe Biden For President – Florida

- Amplified the voices of Florida voters through digital community-building and storytelling on emerging and established platforms including Reddit, TikTok, and Instagram.
 - Unilaterally hired and managed the digital organizing team
- In less than four months:*
- Created grassroots-driven Florida for Biden accounts on Twitter, Facebook, Instagram growing each account to thousands of followers and reaching over 2 million Floridians
 - Recruited, trained, and managed more than 900 digital volunteers, including 200 volunteer content creators who created content for the campaign.

05/2019 to 07/2020 **Digital Director**

The Florida Democratic Party – Florida

- Personally planned the state's Digital Department staff structure and strategic goals for the 2019-2020 election cycle.
 - Hired 5 new platform-specific digital organizers responsible for content creation and organizing on Instagram, Facebook, TikTok, and Twitter.
- Created the first ever storytelling program/bank for the Florida Democratic Party
- Oversaw the creation of a new FDP website from concept to launch, while creating and posting content on FDP social media accounts and managing the FDP's email program.
 - Oversaw the party's transition of field events to digital events by creating grassroots digital pages and training staff of over 200+ in digital organizing.
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09/2017 to 05/2019 **Email Marketing Associate**

Center For American Progress – Washington, DC

- Supported policy and fundraising teams to promote policy reports and events, specializing in working with the Women's, Early Childcare, and LGBTQ+ Policy teams.
 - Wrote and edited email copy collaborating with a team of four to produce newsletters, copy, and maintain email lists.
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09/2016 to 09/2017 **Outreach Specialist**

Girl Scouts Nation's Capital – Washington, DC

- Organized on the ground and digital marketing efforts for membership recruitment for the Girl Scouts
 - Managed the event planning and partnership management process for Girl Scout events (both digital and in person)
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EDUCATION

05/2019

Master of Arts: Political Management

The George Washington University - Washington, DC

08/2015

Bachelor of Arts: Political Science And Government

The University Of Central Florida - Orlando, FL

ACCOMPLISHMENTS

- **TIME Magazine, Aug. 6, 2020:** "[Inside the Democrats' Plan to Win Back the Internet](#)"
- **TEDx Talk:** "[Raise Your Hand; Change the World](#)"
- **The Verge, Sep. 29, 2020:** "[Biden for Florida to activate thousands of volunteers for the debate](#)"