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|  | **Kristen**  **Wichers** |

Columbus, OH 740-808-2158, KristenWichers@gmail.com

**PROFESSIONAL SUMMARY**

Well-regarded Political Consultant and Office Administrator bringing a solid background in political research and analysis. Catapult political understanding forward with continuous attention to changing systems and activities worldwide. Smooth and professional before academics, the general public, and media representatives.

**SKILLS**

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| * Policies and procedures development | * Public relations | * Time management |
| * Policy interpretation | * Public opinion surveying | * Administrative support |
| * Written communication | * Detail oriented | * Task prioritization |

**EXPERIENCE**

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| |  |  | | --- | --- | | Office Manager  Libertarian Party of Ohio | Columbus, OH |  |  * Oversee and support all administrative duties in the office and ensure that office is operating smoothly * Manage office supplies inventory and place orders as necessary * Perform receptionist duties: greet visitors, and answer and direct phone calls * Receive and sort incoming mail and deliveries, and manage outgoing mail * Develop office policies and procedures, and ensure they are implemented appropriately * Assist with office layout planning and office moves, and with managing and maintaining IT infrastructure * Manage office budget * Identify opportunities for process and office management improvements, and design and implement new systems * Provide other administrative support as necessary, including scheduling group meetings, maintaining calendars, doing research, and creating reports   Communications Director  Libertarian Party of Ohio | Columbus, OH | October 2016 - May 2021  April 2019 - May 2021 |

* Wrote press releases and created press strategies for public relations-based campaigns.
* Scheduled and coordinated all media conference calls and interviews.
* Interacted with national-level and local media and answered their queries professionally.
* Oversaw and assisted in the development and roll-out of digital and print ads.
* Attended and participated in confidential briefings and department meetings.

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| Digital Marketing Director  Citizens Climate Lobby | Ann Arbor, MI | January 2012 - March 2019 |

* Direct and coordinate marketing activities and policies to promote current campaign initiatives, guiding principles and mission.
* Develop and implement campaigns for email, online advertising, search engines and direct mail
* Define and track campaign effectiveness and adjust strategies accordingly.
* Helped set up and refine analytics tools for tracking visitors' behaviors.
* Boosted accuracy of profiles by combining primary and secondary data sources with keyword research.

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| Social Media Manager  Gary Johnson 2016 | October 2015 - November 2016 |

* Defined and tracked campaign effectiveness and adjusted strategies accordingly.
* Developed and implemented campaigns for email, online advertising, search engines and direct mail.
* Wrote and edited articles, web content, advertising copy.
* Developed innovative marketing and PR strategies.
* Leveraged technical resources to design and create campaign deliverables, including e-mail invitations, articles and marketing videos.

**EDUCATION**

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| Political Science  The Ohio State University, Columbus, OH | June 2011 |

* Dean's List for Academic Achievement – 5 semesters
* GPA: 3.38/4.0