

Communications and online media professional with 15 years of experience in public affairs, political communications, and consumer marketing. Served as senior campaign aide and Senate staffer for U.S. Senator Maria Cantwell in both Washington, DC and Seattle. Pioneered online business model as E-Commerce Marketing Director for software startup that went public. Founded two web sites reaching audience of millions. History of developing messaging that persuades and drives action, proven ability to win viewer engagement through original written and video content, and strong technical skills.

EXPERIENCE

KOS MEDIA (DAILY KOS AND DAILY KOS TV) • 2008 - PRESENT

Creator and Editor of Daily Kos TV (www.dailykostv.com), the political video news blog for Daily Kos.

Contributing Editor for Daily Kos (dailykos.com), the leading political blog with one million page views per day.

- Launched Daily Kos TV, the political video news blog responsible for 10% of unique visitors to Daily Kos.
- Designed and developed all aspects of DKTV, including content management system, server and client side coding, deploying a video hosting infrastructure, and integrating software to support a sophisticated system for television capture, archive, and search.
- As Contributing Editor for Daily Kos, cover American politics for Daily Kos readership, delivering political and policy analysis several times daily through a combination of written posts and original video montages.
- Original videos featured in *The New York Times*, *The Huffington Post*, *Politico*, MSNBC, and other media outlets.

THE JED REPORT (WWW.JEDREPORT.COM) • 2007 – 2008

Founder and Publisher of blog focused on 2008 presidential campaign, targeting audience of political insiders and opinion leaders to influence media narratives about election. Extensive use of video set site apart from field.

- Leveraged YouTube, SEO, and social media to drive site traffic from nothing to over one million monthly views.
- Built YouTube channel with over 20 million videos viewed. Videos replayed by CNN, Fox, MSNBC, and ABC.
- Used site's popularity as springboard to develop larger audience, joining Kos Media in October, 2008.

INDEPENDENT WRITER AND SEMI-PROFESSIONAL POKER PLAYER (LAS VEGAS, NV) • 2005-2006

Researched and wrote *The Deal*, a political thriller set in DC and the poker rooms of Las Vegas. Seeking publisher.

U.S. SENATOR MARIA CANTWELL (WASHINGTON, DC AND SEATTLE, WA) • 2001-2005

Communications Director for U.S. Senator Maria Cantwell of Washington State

- Cantwell's top political communications aide, responsible for communicating her agenda and message to the public through the media and the web. By Cantwell's second year in office, her name had appeared in 20% more 'on-message' newspaper headlines than her more senior Democratic colleague.
- Worked directly with Cantwell as senior political advisor, analyzing polling and electoral data to develop strategic roadmap for her first term. Cantwell was re-elected by widest margin of any senator from Washington since 1982.

MARIA CANTWELL FOR U.S. SENATE (SEATTLE, WA) • 2000

Political Director for Sen. Cantwell's successful challenge of three-term incumbent U.S. Senator Slade Gorton.

- Focused on campaign message and rapid response, working with candidate and other senior staff to drive campaign strategy and tactics. Served as a campaign spokesman on selected issues.

REALNETWORKS (SEATTLE, WA) • 1995-2000

E-Commerce Marketing Director for Consumer Products Division of RealNetworks, the internet media company.

- Managed e-commerce channel, growing business from the ground up, using online advertising and direct marketing to acquire one million customers of premium products and services and generate one-third of corporate revenue.
- Hit or exceeded every revenue target from 1996-2000, producing over \$15 million on a quarterly basis.
- Combined extensive use of direct response testing with focus group research to develop offers that generated sales.
- Created additional revenue opportunities by partnering with other software developers to sell add-on products.
- Reported to Maria Cantwell, Sr. Vice President of Consumer Products Division and managed team of 12.
- Hired as **Marketing Webmaster** as employee number 32. Company had over 1,000 employees by 2000.

RON SIMS FOR U.S. SENATE (SEATTLE, WA) • 1994

Press Secretary for Democratic nominee for U.S. Senate in Washington State. Built one of the first online campaign sites ever. Developed in-house automated faxing system to contact media.

YALE UNIVERSITY (NEW HAVEN, CT) • B.A., 1991-1995