

BENJAMIN A. SILVERSTEIN



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DIGITAL
STRATEGY |
COPYWRITING |
ONLINE
FUNDRAISING

> EDUCATION

**Johns Hopkins
University**
Baltimore, MD

Bachelor of Arts in
Political Science,
Bachelor of Arts in
Sociology

> SKILLS & PROFICIENCIES

Adobe Suite: Photoshop,
Premiere, Illustrator,
InDesign

Coding: HTML, CSS,
JavaScript*, jQuery,
SQL*

CRMs: BSD, ActionKit

Other stuff: WordPress,
Facebook Advertising,
growing things (plants
and movements)

* Beginner/Intermediate

> CURRENT EMPLOYMENT

J Street / Digital Director

Washington, DC / December 2015-Present

- Oversee all aspects of the digital program for nationwide advocacy organization backed by 200,000 grassroots supporters with dozens of local chapters and campus group
- Run multimillion-dollar online fundraising program in support of \$9M operating budget and \$5M disbursed to candidates through JStreetPAC
- Work closely with political, government affairs, and field teams to develop short and long-term campaigns to win legislative and messaging battles
- Manage the training, professional growth and day-to-day work of three digital team staffers and coach staff and lay-leaders on messaging and digital tactics to raise the profile of key surrogates and advance local and national priorities
- Led organizational branding overhaul, working with outside consultants to create consistent brand identity and build new website

> PAST EXPERIENCE

Democratic Congressional Campaign Committee / Digital Assistant

Washington, DC / 2015

- Helped raise record-breaking \$68.2 million online as part of five-member digital team responsible for email strategy, authorship and implementation
- Managed Democratic Leader Nancy Pelosi's social media accounts and shared responsibility for DCCC's social media

J Street / Development Associate → Digital Associate

Washington, DC / 2011-2015

- Drafted, implemented, sent and tracked email blasts for J Street, JStreetPAC and 40+ grassroots chapters, maintaining a 24% average open rate (10% higher than comparable advocacy group average)
- Managed all social media accounts, growing following over 200%
- Created online content (graphics, videos, microsites) for outreach, education and action

Carnegie Endowment for International Peace / Contract Grant Writer

Washington, DC / 2010-2011

- Researched and compiled data on Endowment grant award recipients and prepared year-end reports on program results and scholar achievements