

BENJAMIN A. SILVERSTEIN



BEN@BSILVERSTEIN.COM
@BENSILVERSTEIN
BSILVERSTEIN.COM

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,
EveryAction

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

> CURRENT EMPLOYMENT

Integrity First for America / Digital Director
Remote / March 2021-Present

- Doubled small-dollar fundraising and oversaw a 300% increase in first-time donations
- Work with executive director to craft messaging on sensitive legal issues in order to engage press, donors, and public through multi-channel digital strategies
- Executed entirely in-house direct-to-donate digital advertising campaign with 150% ROI
- Doubled social audience and grew email list by 50% in under a year
- Work with events team to plan, market and execute virtual programs, frequently drafting talking points and scripts for politicians and influencers

> PAST EXPERIENCE

J Street / Digital Director
Washington, DC / December 2015-March 2021

- Oversaw all aspects of the digital program for nationwide advocacy organization backed by 200,000 grassroots supporters with dozens of local chapters and campus groups
- Ran multimillion-dollar online fundraising program in support of \$9M operating budget and \$5M disbursed to candidates through JStreetPAC
- Worked closely with political, government affairs, and field teams to develop short and long-term strategies to win legislative and messaging campaigns
- Managed the training, professional growth, and day-to-day work of three digital team staffers and coached staff and volunteers 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

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

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* Beginner/Intermediate

Democratic Congressional Campaign Committee / Digital Assistant (ctd)

- Managed Democratic Leader Nancy Pelosi's social media accounts and shared responsibility for DCCC's social media
- Drafted emails in the voice of prominent political figures, including the president, vice president and congressional leadership

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
- Directed foundation research, grantwriting, and reporting, securing millions in new funding and forging major strategic partnerships
- Managed public engagement through contact form and blast email replies, maintaining 36-hour response time to all inquiries and comments

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