





Aaliyah Thomas

Political Campaign Marketing Director

Campaign strategist transforming voter data into action

Marketing director with 10 years of experience leading digital and grassroots marketing for political candidates, PACs, and civic causes. Specializes in microtargeting, message testing, and GOTV strategy.

CONTACT

-  (000) 000-0000
-  email@example.com
-  LinkedIn | Portfolio
-  Washington, DC

KEY SKILLS

- Call-to-action messaging
- Donor targeting
- Email fundraising
- GOTV campaigns
- Influencer advocacy
- Issue framing
- PAC marketing
- Rapid response strategy
- SMS mobilization
- Voter data modeling

EDUCATION

Bachelor of Arts (B.A.) in Political Science
Howard University, Washington, DC
May 2015

PROFESSIONAL EXPERIENCE

Marketing Director | Citizens First PAC, Washington, DC March 2020 – Present

- Raised \$9M in donor contributions through email and digital campaigns
- Improved voter turnout by 15% across key battleground districts
- Managed 25-person marketing and communications team

Campaign Communications Manager | Senator Monroe Re-election, DC May 2016 – February 2020

- Spearheaded social media strategy that reached 1.1M constituents
- Created rapid-response messaging playbook adopted across 12 campaigns