

Bret Thompson

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I work with progressive change-makers to dream up innovative digital strategies and use my leadership, experience, and technical skills to make them reality.

Experience

Contract positions listed in italics.

Public Citizen – Online Director 2016-present

- Spearheaded website redesign process for citizen.org, charged with creating SOPs and managing a team that evaluated and catalogued over 25,000 pages of content.
- Directed the transition of a 1.1 million record email database to a new platform, realizing cost-savings by consolidating records.
- Designed the look-and-feel of the online activism forms and created the system used to determine how over 40 million emails a year are targeted.
- Identified a space for a dedicated audio/video recording studio, drafted plans, built consensus for approval, and finally oversaw remodeling and equipment purchases.
- Developed strategic outreach plans, sample social media content, custom graphics, and member advocacy emails for dozens of bills before Congress.
- Produced successful live-coverage on social media for rapid response events utilizing streaming video, live-tweeting, and Instagram Stories.
- Trained dozens of employees on WordPress, Drupal, Salsa, Photoshop, and Lightroom; as well as hosting regular trainings on topics like building social media audiences.

Democratic Voices – *Senior Consultant* 2015-2018

- Provided innovative web development and online campaign strategies for clients of a progressive social media consulting firm.

The Strategy Network – *Senior Digital Advisor* 2015

- Oversaw all online activity for a \$22 million ballot issue campaign, including content and advertising for the website, Facebook, Twitter, Instagram and Pinterest platforms.
- Directly supervised three full-time employees and four vendors.
- Built a Facebook page from zero up to nearly 100,000 likes in under a year.

ProgressOhio - Policy Director 2009-2014

- Oversaw grants with major organizations, regularly organizing earned media events, as well as drafting and sending activist and fundraising emails on Blue State Digital and Convio.
- Supervised two off-site employees and the intern program.
- Participated in nine statewide ballot campaigns, serving on the board for one.
- Interviewed an activist assaulted at a health care rally; the video went viral and the organization became the most viewed non-profit on YouTube for multiple weeks.

- Authored an LGBT rights petition that attracted over 95,000 signatures. Participated in television and radio interviews across the state to promote the effort.
- Wrote a \$50,000 grant proposal that won first place in a national contest.
- Authored two investigative reports published by a national organization.

ProgressOhio - Outreach Coordinator 2008-2009

- Created and maintained over a half dozen websites for non-profit partners.
- Managed social media accounts and blogs for multiple campaigns.
- Wrote and implemented earned media plans for legislative races.

Vista Industrial Packaging - *IT Consultant* 2007

- Oversaw the design, purchase and installation of a computer network that tracked inventory and hours for a Fortune 500 company with over one hundred employees.

Aequitas Ohio - *Senior Political Researcher* 2006

- Authored opposition research books on statewide candidates to inform the paid and earned media efforts of non-profit and labor organizations in Ohio.

Qwest Communications - Network Engineer 2005-2006

- Optimized voice and data routing over a nationwide network.

AARP - *Programs Assistant* 2004-2005

- Uncovered far-reaching fraud in the nursing home industry, making front page news and prompting changes in state law.

More About Me

I'm passionate about progressive social justice causes and inspired by innovative uses of technology to organize people and ideas.

I integrate my personal interests and professional skill sets to produce work that both I and my employers find meaningful and effective.

My alma mater is Ohio University in Athens, Ohio. Before moving from Ohio to Washington, DC, I served as vice president of the NARAL Pro-Choice Ohio board.

Since 2017, I have volunteered as an English as a second language teacher. It's been a wonderful chance to give back and meet great people from across the globe that's also unexpectedly changed the way I approach my writing.

I love photography, and I've been fortunate enough to shoot in over a dozen countries in recent years. You can see some highlights—along with some of my design work—at bretthompson.com/gallery.