

# Chris Casey

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**An experienced digital strategist, campaigner and team leader who has worked with political campaigns, international, national, state and local parties, PACs, non-profit organizations, and foundations to deliver their message, build support, raise money, and achieve desired objectives.**

## **Vice President for Digital Services, Winning Connections** March 2016 – Present

Joined this progressive voter outreach and grassroots engagement firm to develop and deploy new digital services to add to and complement their industry leading phone services. Among the new services we have provided to our clients include; generating constituent emails to targeted elected officials, delivering online engagement ads on social media and display networks to targeted audiences, and providing digital strategy support to Democratic campaigns.

## **Digital Strategy Consultant** Oct 2015 – Dec 2015

Contracted to serve as digital strategy consultant on a short-term project in support of the current ruling party in a successful campaign in the Caribbean. Managed campaign website, email, social media, and voter file. Trained local volunteers in use of VAN for coding voter ids and poll watching for GOTV efforts.

## **Director of Digital Strategy, Netcentric Campaigns** Nov 2011 – Sep 2015

Worked with non-profit organizations and foundations to build advocacy networks that connect and support leaders within and across various issue movements. Managed a team that builds and supports these networks, managed large budgets, and worked directly with multiple foundations to cultivate the grants that support our work. Networks managed & developed include preventobesity.net, a national network working to reverse the rise of childhood obesity, the Moving Maryland Forward Network, a regional network promoting a diverse array of progressive issues, and the Halt the Harm Network, a national network connecting leaders working to halt the harms of fracking.

## **Director New Media Services, NGP VAN** Nov 2004 – Nov 2011

Led a team of five designers and Drupal developers that supported more than 200 active Democratic campaign, party and progressive non-profit websites. We typically had 30-50 website projects in our development pipeline at any given time. Additionally we provided strategic support to assist every aspect of our clients' New Media campaigns. Our work was recognized with Pollie, Reed and Golden Dot awards.

## **Principal, casey.com** April 1999 – Nov 2004

Ran my own business as a Democratic Internet consultant. Clients included Senate candidates Clinton, Kennedy & Robb, Janet Reno for Governor, Sen. Daschle's Leadership PAC, Sen. Boxer's PAC, and the Democratic National Committee.

## **Advisor, Senate Democratic Technology & Communications Committee** April 1995 – April 2000

Helped all Senate Democrats utilize the Internet and other digital technologies. Two months after I began there were a total of 28 Senators on the World Wide Web, and 24 of them were Democrats. We helped our caucus with creating multimedia content for the web, and in scheduling and executing live online events.

## **Systems Administrator/Technology Policy Advisor, Sen. Edward Kennedy** March 1992 – April 1995

My job was to maintain the office network of Macs in the Senator's Washington and Boston offices. With assistance from MIT, I brought Kennedy's office online, and soon after made him the first member of Congress on the Web. The rest of Congress eventually followed.

## **Account Coordinator, The Hannaford Company** 1989 – 1991

Worked with a variety of clients, including the Republic of China's (Taiwan), and the Royal Embassy of Saudi Arabia, supporting projects that promoted their work and interests. Projects included Taiwan's Buy American trade missions.

## **Author – *The Hill on the Net: Congress Enters The Information Age***

An insider account about the many hurdles, and occasional triumph, as the U.S. Congress faced the challenges of getting online. AP Professional Books – 1996

Experienced with NGP, VAN, Salsa, Salesforce, Google ads, analytics & apps, DoubleClick, Facebook ads, Twitter ads, Microsoft Office Suite, Drupal, WordPress, various blogging platforms and other social media tools.

Member of the Democratic News Service Team at the Democratic Conventions in 1996, 2000, 2004 & 2008.

B.A. Political Science, UC Santa Barbara, International Relations emphasis – August 1987 | Married (29 years), father of three.