

G. ANDREW VOLOSKY

412.901.0489

gandrewvolosky@gmail.com

andyvolosky.com

EDUCATION

Cornell University

B.S., Interdisciplinary Studies

SKILLS

- Content creation and strategy
- Copywriting and editing
- Team management
- Client & principal management
- Digital fundraising and revenue projections

CRMS AND PLATFORMS

- Microsoft Office/Google Suite
- Sprout Social
- Tatango, Amplify, & Switchboard SMS Platforms
- ActionKit
- ActBlue

POLITICAL CLIENTS

- Beto for Texas
- Bob Casey for Senate
- Fetterman for PA
- Katie Porter for Senate
- Leaders We Deserve
- MoveOn
- Ro Khanna for Congress
- Yes on Prop 30 (CA)

BRAND EXPERIENCE

- Apple TV+
- Bumble
- MLS
- Netflix
- PUMA

EXPERIENCE

Middle Seat Digital

Managing Strategist, Social Media & Texting | *March 2024 - Present*

- Coordinated internal email, ads, and texting teams, ensuring teams work together to capitalize on important fundraising moments for Fetterman for PA and Leaders We Deserve (David Hogg's youth-focused PAC)
- Managed social program and in-depth reporting process for MoveOn, producing up to 50 pieces of social content per week to develop the organization's audience and promote priority advocacy campaigns

Senior Social Media and Texting Strategist | *June 2022 - March 2024*

- Coordinated with internal and campaign team to launch Bob Casey for Senate, creating and overseeing rollout of owned and partner social programs
- Served as Digital Director for Yes on Prop 30 CA statewide ballot initiative, managing a three-person social team and creative team to create 65 unique pieces of owned and partner content on a weekly basis, resulting in an average of 516 keyword mentions per day
- Led acquisition and content strategy for Fetterman for PA, Beto for Texas, and Katie Porter for Senate texting programs, growing broadcast lists by 300,000+ opt-ins and raising over \$18 million
- Developed long-term fundraising projections, spending plans, and ROI estimates for clients

Social Media and Texting Strategist | *June 2021 - May 2022*

- Directly collaborated with Rep. Ro Khanna to revamp his social strategy and promote relevant policy efforts
- Led weekly client calls, reporting on messaging tactics and fundraising performance, and rapid response efforts across multiple clients

We Are Social

Research & Insights Analyst | *November 2020 - June 2021*

Account Executive; Account Manager | *February 2016 - November 2020*

- Executed influencer campaigns amounting to over \$1 million in spend for clients like PUMA and Bumble, including sourcing and contracting, totaling millions in reach