

Josh Bolotsky

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EXPERIENCE:

The Other 98%/Agit-Pop New York, NY, July 2010 – August 2014

New Media Director

- Grew and oversaw email program for 300,000-person email list of a mid-sized national advocacy group
- Built Facebook page with over 1 million likes, 15-30 million weekly impressions, and more active fanbase than MoveOn, SEIU & Greenpeace USA combined
- Wrote, produced and/or developed share strategy for online video and graphic content that went truly viral, incl. *Exxon Hates Your Children* (400,000 views), *Koch Bros – It's The Evil Thing* (200,000 views) and *Crowdfund The Tribune Company* (mentioned on Bloomberg News, Mashable, PBS, Wonkette)
- Managed organizational collaborations and/or social media growth campaigns with groups incl. SEIU, MoveOn.org, 99% Spring, and others

Digital Strategy Consultant Brooklyn, NY, October 2014 – December 2016

- *Citizen Engagement Lab*: Advised Climate Lab non-profit groups on social media strategy, including social media audit report for Forecast The Facts and social media calendar and coaching for Climate Relief Fund; provided logo/branding development for Stop The Harm
- *Oberland*: Provided social media analysis/consultation, email strategy and script/copy/email writing for multiple clients incl. National Marine Sanctuary Foundation, Blue Man Group, Young Survival Coalition, St. Baldrick's Foundation.
- *Communication Workers of America*: Advised and oversaw implementation of digital strategy, and online rapid response for two long-running unionization campaigns, "T-Mobile Workers United" and "Committee For Better Banks"
- Miscellaneous: Provided campaign consulting and/or copywriting/design for Working Families Party, Freelancers Union, Ready For Warren, Global Zero and others.

Teachout-Wu For New York New York, NY, August 2014 – September 2014

Digital Team - Lead

- Oversaw email program for final weeks of campaign to maximize fundraising, GOTV, event turnout and social media sharing, including the writing/sending of over 40 hyper-segmented email blasts to list
- Initiated several social media projects, including co-managing campaign Facebook account and running Thunderclap campaign with 650,000+ Social Reach

Living Liberally New York, NY, June 2008 – June 2010

National Program Coordinator, Arts & Culture Blogger

- Oversaw daily chapter online/email operations for a 50-state network, including cultivating/orienting over 300 Liberally chapter hosts nationwide.

SKILLS:

Expert knowledge of social utilities like Facebook & Twitter, and related tools Thunderclap, Donate Your Account, etc.; Strong background in Salsa, Action Network, ActionSprout, MailChimp & Wordpress; Working knowledge of HTML, CSS, Javascript, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe Dreamweaver, Drupal, Nationbuilder, and ActionKit; Extremely strong copywriting/performing background, including experience writing/performing comedy and with script-writing for advocacy campaign videos for the SEIU and other clients.

EDUCATION: **Columbia University** New York, NY

Bachelor of Arts, May 2007; Majors: Political Science, History