

SETH LEWIS TANNER

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PROFESSIONAL EXPERIENCE

- AP CAMPAIGNS / MISSION CONTROL - *Assistant Account Executive*** 2/2008 – PRESENT
- Planned and managed the implementation of a new internal management system for tracking information for over 100 client projects and over 1,000 mail pieces.
 - Queried, managed and pulled persuasion mail lists for DCCC, EMILY's List, America Votes, and other clients.
 - Assisted in client relations.

- DEMOCRATIC GAIN - *Webmaster*** 12/2006-4/2007, 2/2008-PRESENT
- Planned and implemented conversion of a propriety site into a SaaS CRM, including evaluating and picking the CRM, configuring, copywriting, specs for custom development, and overall integration to organization goals.

- RICHARDSON FOR PRESIDENT - *Web Production Manager*** 3/2007 – 1/2008
- Performed day-to-day maintenance on the Presidential site and online tools. Proofed and placed website and email content for main site and micro-sites. Queried and managed lists for email and other programs.
 - Monitored a multiple state email stream and coordinated with state offices for state specific content.
 - Created weekly and daily reports on fundraising, email performance, site statistics, ad performance, and list growth.
 - Helped maintain social network and external web properties (Facebook, MySpace, Flickr, YouTube)

- DEMOCRATIC NATIONAL COMMITTEE (DNC) - *Web Specialist*** 9/2005 – 11/2006
- Placed website and email content and ran reports and lists for Internet program and other departments.
 - Troubleshot various issues with the CMS and created widgets to improve site functionality.

- COLLEGE DEMOCRATS OF AMERICA/DNC - *CDA Deputy Executive Director*** 7/ 2004 – 8/2005
- Built and implemented "eChapters" program, growing chapter membership 267% (505 chapters to 1372 chapters) and individual membership by 3,600% (2,000 members to 72,000 members).
 - Built the CDA web program, www.collegedems.com, including site content and blog.
 - Managed two national CDA conventions with over 700 attendees each.

- FRIENDS OF JIM MALONEY (D-CT-5) - *Campaign Assistant*** 7/2002 - 11/2002
- Created online content for www.maloney2002.com, assisted in research and operations.

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY EXPECTED GRADUATION DATE: MAY 2009
Masters Candidate - Concentration: Political Management

THE GEORGE WASHINGTON UNIVERSITY GRADUATION DATE: AUGUST 2006
Bachelor of Arts - Major: Political Communications

ADDITIONAL INFORMATION

Proficient in: Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Dreamweaver, Adobe ImageReady, HTML, CSS, Movabletype, Blue State Digital CRM, YourMembership CRM, MediaWiki, Catalist, VAN

Working knowledge in: Microsoft Access, Microsoft Sharepoint, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, PHP/MySQL, Javascript, Zope CMS, NGP CRM, Windows Small Business Server 2003

References Available on Request