

Peter Zupan

Organizer ● Communicator ● Fundraiser

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EXPERIENCE

Progressive Turnout Project — Field Representative | May 2018 - Aug 2018

- Served as a liaison to dis-engaged Democratic voters in the contested 12th Ohio congressional district, encouraging them to participate in the August special election, resulting in the closest race for the district in decades.
- Contributed 3,991 points of contact to the campaign for Danny O'Connor, resulting in 593 conversations with voters and a 50.9% conversion rate of pledges to votes, based off of over 300 voter pledge cards.
- Posted pictures of committed voters to Twitter, and shared stories on Slack with the regional and national offices to use in outgoing communications.

Secular Student Alliance — National Organizer | Nov 2014 - Sept 2017

- Directly supported over 150 student groups at colleges and high schools throughout the country, increasing group recruitment and retention.
- Took initiative to get educated on successful digital and social media management in absence of a communications director, including receiving instruction from the progressive communication firm Blue Bulldog Digital.
- Created graphics and planned associated posts for paid social media campaigns for Openly Secular Day, Reason Rally 2016, and our annual conferences.
- Organized a 24 hour fundraising drive that raised over \$100,000, and collected \$11,000 on first independent donor relation trip.
- Completely redesigned newsletter format, increasing open and engagement rates each semester, and jerry-rigged old system to be mobile-compatible.
- Coordinated the outreach strategy for Reason Rally 2016, including table design, print and social media graphics, and researched programs to facilitate electronic email sign ups without access to WiFi.
- Developed a presentation on practical organizing strategies that scored just below the headline speaker by conference attendees.
- Prioritized digital materials around goals of every department, and actively sought feedback from staff on project materials to ensure quality and mission alignment.
- Designed conference website to be mobile-compatible, consolidated the site map to have clearer destinations, and reduced extraneous language.
- Launched the "Brag It Up" form, which gathered better details of student accomplishments, and increased the rate of receiving pictures to share publicly.

Americans United for Separation of Church and State — Field

Intern | Aug 2014 - Nov 2014

- Researched, wrote, and published a 38-page report on the state of religious freedom in the U.S. Military used in a Senate hearing on the merits of RFRA.
- Designed framework for the creation of the Youth Advisory Council, which was approved by the National Leadership Board and put into effect later that year.
- Assisted the Executive Director, Barry Lynn, with research, editing, and proofreading of his latest book *God and Government*.

EDUCATION

George Washington University — Masters, Political Management
Jan 2018 - Expected 2020

University of Colorado at Boulder — BA, Political Science
Aug 2010 - Dec 2012

National Career Readiness Certificate — Platinum
Feb 2019

CORE SKILLS

- Grassroots Organizing
- Event Planning
- Social Media and Email
- Fundraising
- Volunteer Management
- Project Management
- Database Management
- Public Speaking
- Graphic Design

SOFTWARE

- Microsoft Office Suite
- G Suite
- Adobe Photoshop (CC)
- Adobe Spark
- Action Network
- Civi CRM
- Drupal
- HootSuite
- Facebook Pages
- WordPress
- MailChimp
- Quickbooks
- Voter Action Network (VAN)
- HTML

INTERESTS

- My Dogs
- Strategy Games
- Pathfinder RPG
- US Politics
- Other People's Dogs