

# CALEB-MICHAEL FILES

## PROFILE

Motivated, personable digital professional with talent for quickly mastering technology. Flexible and versatile able to maintain a sense of humor under pressure. Poised and competent with demonstrated ability to easily transcend differences. Has the ability to thrive in deadline driven environments. Enjoys watching soccer and helping to make my community a great place to live through civic engagement and online storytelling.

## EXPERIENCE

### COMMUNITY MANAGER, PROPELLER | PURPOSE | NEW YORK CITY

APRIL 2016 - PRESENT

- + Drove content calendar and content creation
- + Engaged team members to think critically about Theory of Change and Concepting participatory campaigns for corporate and non-profit clients
- + Identifying cultural moments and creative ways to seed narratives; campaign ideation; developing & leading workshops on content strategy & social media best practices

### DIGITAL DIRECTOR, MID-SOUTH | FIGHT FOR \$15 | ST. LOUIS

DEC 2016 - APRIL 2017

- + Managed day to day content creation
- + Planned large-scale activations and events pushing to online and offline actions
- + Utilized Adobe Suite skills to execute content creation

### DIGITAL DIRECTOR, IL / NC | NEXTGEN CLIMATE | CHICAGO

JUNE 2016 - NOV 2016

- + Led in in-state digital program for the largest non-candidate college campus organizing program in history (300+ campuses) Our purview spanned media planning and buying, email strategy and execution, social media content production and website maintenance.
- + Onboarded and trained all staff members; developed and enforced scope of day to day goals and responsibilities; assisted in recruiting and hiring candidates.
- + Managed a \$1.5M media plan that covered persuasion, motivation and awareness, GOTV and cell phone number acquisition across social (Facebook, Twitter, Snapchat), 1:1 audience networks and run-of-site.
- + We grew social audiences from 5K to 20K, primarily through organic tactics; grew our email list by 27%; and produced over 190 unique pieces of video content.

### LEAD DIGITAL STRATEGIST | BERNIE 2016 | NEW YORK CITY

MAY 2015 - JUNE 2016

- + Lead a team engaging Bernie Sanders supporters to online and offline actions through direct social media contact.
- + Assisted in scaling a Facebook page to over 1,000,000 "Likes" in 12 months.
- + Created content which reached over 60 million people a week on average. Used Adobe Creative Suite to create visual content.
- + Assisted in list building and curating content on multiple platforms, Facebook, Twitter, Snapchat, and Instagram.

## EDUCATION

### UNIVERSITY OF MISSOURI - KANSAS CITY

POLITICAL SCIENCE / COMMUNICATIONS 2014

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