

Sarah Margaret Schott

Des Moines, Iowa

RELEVANT WORK EXPERIENCE

Digital Director, Iowa House Democratic Caucus - Des Moines, IA

September 2023-Current

- Replaced an external digital firm by independently leading digital strategy, design, and implementation for over 30 targeted Iowa House campaigns.
- Built 82 campaign brands, including logos, websites, print materials, and social media strategies and data based, comprehensive messaging.
- Oversaw and increased digital fundraising by 325%, raising over \$100,000 online, and launched the caucus's first text fundraising program with a 179% ROI.
- Oversaw and implemented individual digital fundraising programs for targeted candidates including text, email, and social engagement.
- Partnered with the Caucus Director to manage a \$4.2 million cycle budget and aligned digital efforts with polling, direct mail, and television advertising.
- Oversaw and managed 8 staff including campaign managers and fundraising associates.
- Assisted the Caucus Director in recruiting candidates to run for the Iowa House statewide.

Financial Consultant, Flannagan, Fulkerson & Company - Washington, D.C.

January 2023-May 2023

- Planned and organized over 60 fundraising events and 20 high-dollar donor meetings nationwide, including in Washington, D.C., and the Senator's home state.
- Prepared detailed memos with biographical insights for attendees and hosts of all events and meetings.
- Surpassed the Senator's quarterly fundraising goal by \$300,000, raising over \$2.3 million in Q1.
- Managed client and stakeholder relationships on a daily basis through clear and consistent communication.
- Designed and implemented a new call time program, streamlining donor prospecting, relationship management, data tracking, and finance plan execution.

Deputy Finance Director, Iowa House Democratic Caucus - Des Moines, IA

February 2022-December 2022

- Managed the Iowa House Democrats' email list and oversaw social media for the House Democratic Leader and caucus accounts.
- Developed and implemented finance plans for over 70 Iowa House candidates statewide, providing strategic fundraising support.
- Partnered with the Caucus Director and central staff to manage a \$3 million cycle budget, ensuring effective resource allocation.
- Organized and facilitated weekly fundraising events, generating \$10,000-\$25,000 per event for diverse candidates.
- Built relationships with national partners, labor organizations, and PACs to secure investments in key races.
- Led fundraising efforts for a first-time Democratic Leader, surpassing her goal by \$150,000.

Legislative Clerk, Iowa House of Representatives - Des Moines, IA

2022 Legislative Session

- Organized a wide variety of bill drafts, research, and additional legislative materials for Representative Eric Gjerde
- Managed constituent and lobby outreach/schedule through email, phone, social media and in-person meetings
- Executed a comprehensive social media strategy across 3 platforms, increased constituent engagement by 25%

Research Assistant, White House Office of National Drug Control Policy - Washington, D.C.

January 2021-June 2021

- Collaborated with team members within the National Opioids and Synthetics Working Group
- Conducted daily research on policy issues and domestic/international affairs regarding drug control initiatives under the Biden Administration
- Leveraged various platforms and formats to effectively present and communicate my research to supervisors on a weekly basis

EDUCATION

University of Iowa- Class of 2021

B.S in Political Science,

B.S in Ethics and Public Policy

Sociology Specialization

Deans List Honoree (Fall 2018-Fall 2021)

Graduated with University Honors

The Washington Center for Internships and Academic Seminars

Focus on Public Affairs/Government Relations

Constitutional Law Seminar

Engaged in six months of professional development, networking, and career building opportunities while working full time at my internship

RELATED SKILLS

- Microsoft and Google Suite
- Digital design: Procreate/Indesign/Canva
- Video and sound editing: Filmora, Camtasia, iMovie, CapCut
- Social media management: Facebook, Instagram, Twitter, TikTok
- VAN/NGP database
- ThruText, Impactive, SwitchBoard
- CRM Experience (Action Network, ActionKit, MailChimp)
- Warchest
- Financial disclosure, reporting, and compliance

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