

Jason L. Gohlke

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Portfolio: gohlke.net | Writing samples: gohlke.net/writing | LinkedIn: [linkedin.com/in/jasongohlke](https://www.linkedin.com/in/jasongohlke)

WORK EXPERIENCE

Archimetryx, San Francisco, CA

Principal

January 2017 - present

- Offer freelance communications consulting services for progressive non-profits & campaigns.
- Provide strategy, writing, & design for FlipThe14.com, a super PAC to flip Congress.

The Next Generation, Oakland, CA

New Media Director

August 2016 - January 2017

- Wrote fundraising emails that raised more than \$50,000 for eight local candidates with small lists.
- Conceptualized, wrote, & designed Facebook & Google ads that got 4.6 million impressions.
- Designed websites for electoral campaigns using NationBuilder & NGP VAN/Every Action.
- Designed an anniversary identity and print pieces for the California Wilderness Coalition.

California League of Conservation Voters, Oakland, CA

Communications Manager

September 2008 - July 2016

- Managed projects, including publishing the *California Environmental Scorecard* in print & online.
- Managed relationships with vendors such as designers, printers, consultants, & developers.
- Wrote & edited a wide variety of content for email, the Web, & print.
- Held primary responsibility for design & back end of Drupal & WordPress websites.
- Designed & developed responsive theme for CLCV's Drupal website in 2014.
- Launched CLCV's mass text messaging capability in 2016 on Mobile Commons.
- Designed on-screen graphics & other materials for events, email, websites, & social media.

Communications Associate

July 2005 - September 2008

- Led design & production on WordPress websites & blast emails.
- Wrote & edited a wide variety of content for email, the Web, & print.
- Managed production of the *California Environmental Scorecard*.
- Added a blog & video/audio content to the website.

Membership Representative/Webmaster

October 2002 - June 2005

- Modernized organization's website & email program.
- Wrote & edited advocacy alerts, fundraising letters, & web content.
- Made fundraising & advocacy phone calls to prospects & existing donors.

Minnesota Department of Natural Resources, St. Paul, MN

Web Designer

August 2000 - August 2002

- Redesigned & maintained the website of a high-profile state agency.
- Worked closely with in-house developers to design the website's CMS & admin interface.
- Participated in a collaborative process with many stakeholders during the redesign process.

HBG New Media, Madison, WI

Web Producer

January 1998 - October 1999

- Led production on websites for clients such as Tiger Toys, McGraw-Hill, & Penton Publishing.
- Innovated techniques to convert Photoshop layouts into HTML code & images.
- Designed comprehensive layouts & participated in client, creative, & traffic meetings.

EDUCATION

University of Wisconsin-Madison, Bachelor's Degree with Distinction, 1998. 3.744 GPA.
Double major in Art (with Graphic Design concentration) & Political Science.

SKILLS

Writing & editing, project management, Adobe Creative Suite (Photoshop, Illustrator, InDesign), HTML, CSS, WordPress, Drupal, Salsa, Luminato Online, Raisers' Edge, NationBuilder, NGP VAN/Every Action, Mobile Commons, Google Analytics, PHP, MySQL, jQuery, iMovie, Keynote, PowerPoint, Prezi.