

# Jason L. Gohlke

1900 Washington St #205, San Francisco, CA 94109 | (510) 684-6100 | [jason@gohlke.net](mailto:jason@gohlke.net)  
Portfolio: [gohlke.net](http://gohlke.net) | Writing samples: [gohlke.net/writing](http://gohlke.net/writing) | LinkedIn: [linkedin.com/in/jasongohlke](https://www.linkedin.com/in/jasongohlke)

## WORK EXPERIENCE

### Pacific Forest Trust, San Francisco, CA

#### Communications Manager

August 2017 - present

- Write content for social media, email, web, and print.
- Create content and collateral for year-end fundraising and annual gala dinner.
- Plan and provide budgetary guidance for the organization's external communications program.
- Manage a social media intern and a Development and Communications Associate (1/4 FTE).

### 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, and designed Facebook and Google ads that got 4.6 million impressions.
- Designed websites for electoral campaigns using NationBuilder and NGP VAN/Every Action.
- Designed an anniversary identity and print pieces for the California Wilderness Coalition.
- Wrote phone scripts and templates for fundraising emails and trained colleagues and candidates.

### California League of Conservation Voters, Oakland, CA

#### Communications Manager

September 2008 - July 2016

- Wrote and edited a wide variety of content for email, the Web, and print.
- Managed projects, including publishing the *California Environmental Scorecard* in print and online.
- Managed relationships with vendors such as designers, printers, consultants, and developers.
- Conceptualized and created graphics for social media, email, websites, and events.

#### Communications Associate

July 2005 - September 2008

- Led design and production on WordPress websites and blast emails.
- Wrote and edited a wide variety of content for email, the Web, and print.
- Managed production of quarterly newsletter and annual *California Environmental Scorecard*.

#### Membership Representative/Webmaster

October 2002 - June 2005

- Modernized organization's website and email program.
- Wrote and edited advocacy alerts, fundraising letters, and web content.

### Minnesota Department of Natural Resources, St. Paul, MN

#### Web Designer

August 2000 - August 2002

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

### Minnesota Public Interest Research Group, Minneapolis, MN

#### Field Organizer/Web Designer

December 1999 - August 2000

- Canvassed Twin Cities residents door to door as field manager for a crew of up to 15 canvassers.
- Redesigned organization's web site.

## EDUCATION

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

## SKILLS

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