

# Jason L. Gohlke

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I am a communications and design professional with experience in non-profits, campaigns, and government; I am dedicated to working for the greater good using my skills in writing and editing, graphic design, social media, digital and grassroots organizing, and managing projects.

## WORK EXPERIENCE

### University Communications, UW-Madison, Madison, WI

#### Strategic Communications Specialist

April 2020 - present

- Develop communications that highlight the university's impact on the state of Wisconsin and advance the goals of UW's Government Relations and Strategic Partnerships unit.
- Create and execute marketing and communications initiatives that strengthen the relationship between UW and business, government, community, and tribal leaders.
- Create talking points, presentations, speeches and op-eds for campus leadership.
- Identify, pitch and project manage the development of stories and content marketing strategies that support institutional and unit priorities.

### Pacific Forest Trust, San Francisco, CA

#### Communications Manager

August 2017 - March 2020

- Managed digital content and strategy for social media, email, and the web.
- Led launch of The Action Network eCRM and established a digital advocacy program.
- Raised click-to-open rate from 7.6% in 2017 to 13.9% in 2019, after adding new subscribers and quadrupling total emails opened, by using segmentation to deliver relevant, high-quality content.
- Managed, wrote, and designed year-end fundraising appeal for print, email, web, and social media.
- Wrote and designed event materials including personalized auction programs and on-screen graphics.
- Wrote, designed, and project managed print publications.
- Managed vendors, interns, and 1/4 of the time of an associate.

### The Next Generation, Oakland, CA

#### New Media Director

August 2016 - January 2017

- Raised more than \$50,000 in three months for eight local candidates with small email 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.
- Wrote phone scripts and templates for fundraising emails and trained colleagues and candidates.
- Redesigned and reorganized TNG's website for responsiveness and ease of use.
- Designed collateral and online content for the California Wilderness Coalition.
- Designed newspaper ads for electoral 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 relationships with vendors such as designers, printers, consultants, and developers.
- Served as lead staffer for two eCRM launches: Salsa in 2009 and Luminare Online in 2013.
- Implemented mass text messaging capability in 2016 by linking Mobile Commons and Luminare.
- Designed and coded responsive theme for CLCV's Drupal website in 2014.
- Managed a variety of projects, including the signature *California Environmental Scorecard*.
- Designed printed materials and graphics for events, email, websites, and social media.
- Launched organization's social media efforts on Twitter and Facebook.

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## WORK EXPERIENCE, *continued*

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

#### Communications Associate

July 2005 - September 2008

- Wrote and edited a wide variety of content for email, the web, and print.
- Managed production of quarterly and annual print publications.
- Improved the design, content, and timeliness of the annual *California Environmental Scorecard*.
- Designed and coded emails and WordPress websites, including launching a blog and a podcast.

#### Membership Representative/Webmaster

October 2002 - June 2005

- Maintained and redesigned organization's web site.
- Designed and wrote organization's e-newsletter.
- Wrote and edited advocacy alerts, fundraising letters, and web content.
- Made fundraising and advocacy phone calls to prospects and existing donors.

### 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.
- Participated in a collaborative process with internal and external stakeholders around the state.
- Worked closely with in-house developers to design the content management system interface.
- Ensured the department's website met accessibility standards.
- Conducted usability tests before launching redesigned website.

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

#### Field Organizer/Web Designer

December 1999 - August 2000

- Canvassed Twin Cities residents door to door for fundraising and political action.
- Served as field manager for a crew of up to 15 canvassers.
- Redesigned MPIRG's web site.

### HBG New Media, Madison, WI

#### Web Producer

January 1998 - October 1999

- Innovated web production techniques to convert designs into HTML code and images.
- Served as a key liaison between design, production, and technical staff.
- Designed comprehensive layouts and participated in client, creative, and traffic meetings.

## VOLUNTEER EXPERIENCE

### Brainwash Movie Festival, Oakland, CA

#### General Partner

October 2004 - October 2011

- Shared responsibility for the festival with one partner, serving as one of three judges.
- Designed and wrote copy for the festival's website and printed material.
- Wrote, shot, and edited video trailers for the festival, and wrote speeches for the festival MC.

## EDUCATION

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

## SKILLS

Writing and editing, design, project management; HTML, CSS, Adobe Creative Suite (Illustrator/InDesign/Photoshop/Lightroom), WordPress, Luminato Online, Salsa, The Action Network, Asana, Basecamp, Mobile Commons, The Raisers' Edge, eTapestry, Google Analytics, iMovie, Keynote, PowerPoint, Prezi.