

# Kayley Margarite Whalen

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## RELEVANT EXPERIENCE

### **Kayley Whalen Consulting, LLC**

*President, Founder*

Washington, DC

Oct. 2018 – Present

- Direct strategic planning for clients on digital campaigns using business intelligence to identify content that resonates with their constituents to improve their fundraising, communications, and organizing.
- Train digital strategists through conferences and webinars on how to (re)build their organization's brand.

### **Greenpeace USA**

*Senior Email Strategist*

Washington, DC

May 2018 – Oct. 2018

- Designed new data visualization tools in Google Dashboard to track performance across campaigns.
- Used business intelligence to identify elements of effective fundraising emails (i.e. sender, time of day, format) to improve email donations by over 25% each month, raising up to \$18k per email sent.
- Activated 1.5 million members to take action online on campaigns targeting politicians and corporations.
- Successfully pushed Starbucks, Kroger, Aramark, and Bon Appétit to ban plastic items harming oceans.
- Coordinated with social media team on strategy and assisted with coverage and audience engagement.

### **Trans United Fund 501(c)(4) / Breakthrough Fund (PAC)**

*Co-Founder, Board Member*

Washington, DC

Apr. 2016 – Present

- Led digital launch of the first transgender political organization to endorse and fund pro-trans candidates.
- Built robust CRM and CMS systems with integrated analytics to reach supporters and track behavior.
- Reached over 1 million web views overnight with launch video "Meet My Child," later featured in TIME.
- Raised over \$45k in start-up funding through Facebook and Twitter ads responding to the 2016 Election.
- Consulted on strategy for successful transgender candidates in 2017 and 2018 including Danica Roem.

### **The National LGBTQ Task Force**

*Digital Strategies and Social Media Manager*

Washington, DC

May 2013 – Apr. 2018

- Re-launched the organization's brand with new name, tagline, colors, website, and mission in 2014.
- Implemented Google Analytics, Tag Manager, and Tableau business intelligence analytics in 2006-2007 to increase year-end digital fundraising by 24% and to add thousands of emails to our member lists.
- Managed 3-6 staff and consultant workplans and budgets for web, graphics, photos, and video.
- Developed content to grow our Facebook, Twitter, and Instagram to 1-2 million engaged users monthly.

### **Fannie Mae**

*Financial Analyst for the Condo/Co-Op/PUD Project Standards Team*

Washington, DC

Jun. 2007 – Nov. 2010

- Used data analytics to drive new condo project approval policies to stabilize market after 2008 crisis.
- Designed data visualizations for reports on over 1.2 million loans used by internal and external agencies.
- Supported creation and implementation of new Project Eligibility Review Service(PERS) tool for lenders.
- Developed algorithms using SAS and SQL to provide precise real-time tracking of crisis areas for condos.

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## RELEVANT SKILLS

- **Business intelligence:** Tableau, MicroStrategy, and Google Dashboard/Analytics/Tag Manager.
- **Social media management tools:** Falcon, Sprout Social, Hashtracking, Hootsuite, and Tweetdeck.
- **Email CRM tools:** EveryAction, Action Network, Luminare, Neon, and Salesforce.
- **Web CMS tools:** HTML/CSS, Wordpress, and Drupal.
- **Graphic and visual design tools:** Adobe Photoshop, Adobe Illustrator, and Canva.
- **Digital advertising tools:** Facebook Ads Manager, Snapchat, Twitter Ads, and Google AdWords.

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## EDUCATION

### **Swarthmore College**

*Bachelor of Arts in English Literature (major) & Women's Studies (minor)*

Swarthmore, PA

June 2007

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## RELEVANT TRAININGS

### General Assembly

Washington, DC

#### *Visual Design*

May 9-Jun. 29, 2017

- Learned design theory and user experience theory (UX) for web and digital media.
- Using Adobe Creative Suite, created a comprehensive web design and branding package for a client.

### New Organizing Institute

Washington, DC

#### *Digital Strategies 101*

Feb 21-May 31, 2012

- Learned digital strategy for mass email, digital fundraising, Facebook, Twitter, and web.
- Created and implemented a digital advocacy campaign and developed content for a DC non-profit.

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## OTHER EXPERIENCE

### Secular Student Alliance

Los Angeles, CA

#### *Development Chair, Board Member*

Mar. 2017 – Present

- Lead major donor fundraising for philanthropic organization supporting over 1,400 student organizations.
- Provide brand evolution expertise and consult on improving the organization's digital presence.

### The National LGBTQ Task Force

Washington, DC

#### *Executive Office Board Liaison*

Oct. 2012 – May 2013

- Led logistics for 3-year strategic planning process and brand evolution process.
- Organized board members to create effective teams to market, fundraise for, and govern the organization.

### Greenpeace USA

Washington, DC

#### *Greenpeace Actions Team Member*

Feb. 2012 – Jul. 2012

- Executed successful #SaveTheArctic digital media campaign to stop Shell's Arctic drilling plans.

### DC Rollergirls Sport League 501(c)(3)

Washington, DC

#### *Sponsorship Chair, Board Member*

Aug. 2011 – Aug. 2013

- Directed marketing strategy around the league's sponsor-based fundraising efforts.
- Provided strategic support for growing our email list, social media profiles, and online ticket sales.
- Built partnerships with businesses including Subaru to fund the league's travel and operating expenses.

### American Humanist Association

Washington, DC

#### *Development Associate*

Jul. 2011 – Dec. 2011

- Wrote direct mail appeals, email appeals and online content about litigation, policy and organizing.