

# CHARLIE FURMAN

DIGITAL ORGANIZING AND MOBILIZATION SPECIALIST

## CONTACT

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## EDUCATION

### MASTER OF ARTS

#### Media Studies

University of Southern California  
2017-2019

### BACHELOR OF ARTS

#### Critical Studies

University of Southern California  
2006-2010

## SKILLS

- Cross-Platform Campaign Strategy
- Grassroots and Digital Fundraising
- Rapid Response Strategy and Implementation
- Meeting and Training Facilitation
- Team Management
- Interactive Experience Development
- User Experience Design
- Experiment Design for Campaigns

## PROFESSIONAL PROFILE

A dedicated digital professional with the ability to weave field and digital experience together to build effective, engaging campaigns. Skilled in both employing conventional tactics and developing unique, interactive outreach strategies that leave a lasting impression. A strong coalition builder with a track record of finding ways to facilitate strategic solutions that meet the needs of multiple stakeholders. A proven organizer with a history of working on some of the biggest and most impactful advocacy campaigns in recent years.

## WORK EXPERIENCE

### FREELANCE CAMPAIGN CONSULTANT

Various, Oakland, CA // 2015-2021

- Developed and implemented campaigns for a wide variety of organizations to meet and exceed campaign goals, including the Global Climate Strike, CREDO Action, 350.org, Lead Locally, and more.
- Most recently, managed the Stop the Money Pipeline Coalition's pivot from a single in-person event planned for April 2020 to a full digital hub for finance campaigning that opposes the fossil fuel industry.
- Ran the 2019 and 2020 end-of-year fundraising program for Oil Change International, generating significantly more online donations than during previous end-of-year cycles.

### GRADUATE STUDENT / TEACHING ASSISTANT

University of Southern California, Los Angeles, CA // 2017-2019

- Co-taught a graduate course, "Activism in the Digital Age" with Tara McPherson. Led the practicum section, teaching students how to design, execute and ultimately win their own campus-based campaign.
- Researched the changing role of marches in social movements, culminating in a thesis entitled, "Reading Resistance: Seeing the Structures of Participation at Mass Marches Through Art and Cultural Work."

### DIGITAL DIRECTOR

People's Climate Movement, Washington, DC // 2016-2017

- Led digital work for the 2017 People's Climate March. Oversaw a team of 5, developed assets for web, email, ads, and social media, and coordinated digital work between dozens of participating organizations.
- Over 200,000 people marched in DC, with hundreds of thousands more marching across the country.

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## TECH SKILLS

- Responsive Web Design using HTML, CSS, and JavaScript
- Adobe After Effects, Illustrator, InDesign and Photoshop
- CRMs including ActionKit, Action Network, MailChimp and Salsa
- Multiple Database Softwares including NGP VAN
- SMS Tools such as Hustle, GetThru and more
- Ad programs including Facebook and Google ads managers

## AWARDS

### ANNENBERG GRADUATE RESEARCH FELLOW

*University of Southern California*  
August 2018

### MOVEMENT BUILDER

*Green Corps Field School for Environmental Organizing*  
August 2012

### USC DISCOVERY SCHOLAR

*University of Southern California*  
Los Angeles, 2010

## TRAININGS

### NEW ORGANIZING INSTITUTE DIGITAL BOOTCAMP

*Washington, DC 2013*

## WORK EXPERIENCE - CONTINUED

### CAMPAIGN MANAGER

*Fight for the Future, Oakland, CA // 2015-2016*

- Designed and built a series of campaign microsites that generated millions of engagements and over 150,000 new sign ups. Ex: old.readthetpp.com
- Generated and ran email campaigns for Fight for the Future, winning on issues like Net Neutrality and stopping the Trans-Pacific Partnership.
- Managed an audit and eventual overhaul of Fight for the Future's email systems and program leading to increased engagement and fundraising.

### DIGITAL COORDINATOR

*People's Climate March, New York, NY // 2014*

- Coordinated the digital team, overseeing/managing all web, email and social media work around the largest march demanding action on climate change in history with over 400,000 attendees in New York City.
- Built an engaged email list of 75,000+ people, Facebook following of 40,000+, and Twitter following of 15,000+ that were all created from 0 in under 4 months, with engagement rates close to double industry averages.
- Managed implementation of the People's Climate March hub sites, a network of 100+ self-organized groups involving 15,000+ people coordinating projects and actions based on shared locations, skill sets, identities and climate concerns

### CAMPAIGN MANAGER

*Demand Progress, Washington, DC // 2012-2014*

- Managed Demand Progress' email list of over 1 million activists.
- Organized the largest rally against NSA surveillance following the Snowden revelations and raised over \$60,000 to fund it. 3,500+ attended in person in DC, 2,000+ media hits including lead story on NBC national news.
- Organized and planned four memorial services for Aaron Swartz, as well as a rally, march, and SXSW panel in his memory.

### FIELD ORGANIZER

*Green Corps, Various Locations // 2011-2012*

- Launched the Midwestern Campaign Director Recruitment project for Fair Share Alliance. Pioneered and refined a recruitment model with a 125% improvement over the projections of the original plan.
- Built, trained, and managed a team of over 70 volunteers, generated over 2,000 petitions, and 300 phone calls across 3 different campaigns.