

[Full Name]

[City, State] | [email@example.com] | [Phone Number] | [LinkedIn URL]

PROFESSIONAL SUMMARY

Strategic **Political Consultant** with [X]+ years advising candidates, campaigns, and advocacy organizations on messaging, voter outreach, and data-driven strategy. Proven track record of **designing winning campaign plans**, optimizing media spend, and mobilizing diverse constituencies in highly competitive races. Adept at **polling and analytics, opposition research, and coalition-building** to shape persuasive narratives and policy positions. Trusted advisor to senior stakeholders, known for clear communication, rapid crisis response, and disciplined execution under tight deadlines.

PROFESSIONAL EXPERIENCE

[Senior Political Consultant] | [National Strategy Group]

[Month Year] – Present | [City, State]

- Led strategic planning for [statewide campaign] with a budget of [\$X.XM], developing an integrated field, digital, and earned media strategy that increased name recognition by [XX%] and contributed to a [X-point] swing in polling over [X] months.
- Directed voter targeting and segmentation using [VAN / NGP VAN, NationBuilder, TargetSmart, Civi Analytics], optimizing contact universes and message testing to improve persuasion and turnout rates by [X–Y%] across key demographic groups.
- Advised candidate and senior staff on debate prep, crisis communications, and rapid response, crafting talking points and briefing memos that reduced negative sentiment in media coverage by [XX%] during a high-profile controversy.

[Political Consultant] | [Civic Impact Strategies]

[Month Year] – [Month Year] | [City, State]

- Designed and executed campaign plans for [X+] local and legislative races, including timelines, budget allocations, field goals, and media calendars, resulting in a [win rate of XX%] in competitive districts.
- Collaborated with polling firms to develop survey instruments, analyze cross-tabs, and translate findings into actionable messaging frameworks, contributing to the refinement of issue positioning on [key policy areas].
- Coordinated with field organizers, communications teams, and external vendors to align direct mail, digital ads, and grassroots outreach, ensuring consistent narrative and achieving [X%]+ completion of GOTV contact goals.

EDUCATION

[Master of Public Policy (MPP)] | [University Name]

[Month Year] – [Month Year] | [City, State]

- Concentration in [Political Strategy / Campaign Management / Public Opinion & Polling].
- Relevant coursework: [Political Communications], [Quantitative Methods], [Elections & Voting Behavior], [Public Opinion Research].

[Bachelor of Arts in Political Science] | [University Name]

[Month Year] – [Month Year] | [City, State]

- Honors: [Cum Laude / Dean's List / Relevant Honors].
- Activities: [Student Government], [Debate Team], [Political or Advocacy Organizations].

SKILLS

Strategic & Analytical

- Campaign strategy & planning
- Polling, survey design & cross-tab analysis
- Voter targeting & segmentation (e.g., [VAN, NGP VAN])
- Data-driven messaging & A/B testing

Communication & Leadership

- Message development & speechwriting
- Crisis communications & rapid response
- Stakeholder management & coalition-building
- Team leadership & cross-functional coordination

Tools & Platforms

- [VAN / NGP VAN, NationBuilder, TargetSmart]
- [Excel / Google Sheets] for modeling & projections
- [Social media platforms] & digital ad managers
- Presentation tools ([PowerPoint], [Keynote], [Google Slides])

Core Competencies

- Issue & opposition research
- Media relations & press outreach
- Get Out The Vote (GOTV) planning
- Negotiation, diplomacy & discretion

SELECTED PROJECTS

[Statewide Campaign Turnaround Initiative] | [Candidate / Organization Name]

[Month Year] – [Month Year] | [State]

- Conducted rapid diagnostic of underperforming campaign, including polling review, field metrics, and media mix, and delivered a revised strategy that narrowed a [double-digit] polling deficit to [within the margin of error] by Election Day.
- Reframed core message and developed new contrast narrative, coordinating with creative teams to update stump speech, mail, and digital content within a [2-week] window.

[Issue Advocacy & Ballot Measure Campaign] | [Advocacy Organization]

[Month Year] – [Month Year] | [Region / State]

- Advised on strategy for a [ballot initiative / policy campaign], identifying priority voter segments and crafting tailored messages that increased public support from [XX%] to [YY%] in tracking polls.
- Built and managed a coalition of [X+] partner organizations, aligning communications calendars and joint actions to maximize earned media and grassroots visibility.