

Brett H. Schenker

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Professional Experience

2/10 – Present **Salsa Labs, Inc.**, Washington DC *Enterprise Political and Non-Profit Manager/Email Deliverability Specialist*

- Act as support contact and account manager for 18+ of the companies top clients including the DSCC, Equality Federation, EWG, Forest Ethics and True Majority
- Oversee a team of two staff members
- Manage long term development projects
- Trouble shoot and develop solutions for client's problems including advising on strategy
- Acted as the email deliverability specialist including working with ISPs, reporting, long term planning on company needs as well as trouble shooting issues
- Developed an internal deliverability process and rules based off of industry and international standards

1/07 – Present **5B Consulting**, Arlington VA *Founder*

- Founded 5B Consulting which focuses on data, technology, outreach, policy, and solutions
- Clients have included the Entertainment Consumers Association, DLCC, Chef Binks, Clear Legal, Brian Moran, National Restaurant Association
- Implemented a full action center for the ECA including a chapter management system as well as contact your elected official tools
- Grew the ECA social networks from ~3,000 "friends" to over 30,000
- Work with the ECA's Government Relations team on policy issues affecting the organization including broadband expansion, net neutrality, and caps on bandwidth
- Advised the ECA on policy issues including broadband expansion, net neutrality and helped with research for the Schwarzenegger v. EMA Amicus Brief
- Organizing DLCC database of over 500,000 records
- Implementing an action and data flow plan for the DLCC
- Advised the DLCC on their email contact plan
- Reviewed past history and advised on an online action plan for the National Restaurant Association

2/08 – 6/09 **Virginians for Brian Moran**, Alexandria VA *Internet/Database Director*

- Planned and implemented long term strategy
- Managed the day to day operation of the website including page creation and updating web page html
- Wrote blogs and emails raising over \$250,000 online
- Created, managed, and implemented the social networks including Facebook, Twitter, LinkedIn, Youtube, Flickr
- Managed and organized the database growth from ~30,000 contacts to over 85,000
- Created a data flow plan
- Wrote a technology policy plan focusing on governing 2.0
- Managed online correspondence, handling over 250,000 messages

1/07 – 1/08 **Chris Dodd for President**, Washington DC *Database/CRM/Internet Team*

- Managed and organized database growth from 45,000 contacts to over 300,000 contacts
- Planned and coordinated the use and workflow of multiple database systems with staff
- Identified, designed, and implemented new technology including UStream, DTV, Talk Clock, Whip Call Tool
- Helped develop the layout and needs of 2 updated versions of the Dodd website
- Managed and built relationship with social network providers expanding from 2 to 12
- Acted as point person for the creation of all online action items
- Coordinated and targeted email blasts
- Helped with blog outreach and web action plan

6/05 – 12/06 **Forward Together PAC**, Alexandria VA *Database/CRM Administrator*

- Managed database growth from 60,000 contacts to 200,000 contacts
- Implemented the vendor search, design, and launch of a new CRM/database solution
- Tended to staff database needs including training, service desk, reporting, and analyzing of data
- Developed a Video Game Outreach strategy including an appearance in Second Life
- Oversaw a team of interns to update and clean the database

1/03 – 6/05 **Senator John Kerry (D., Mass.)**, Washington D.C. *Special Assistant*

- Email Correspondent – read and respond to an average of 2,500 emails per day
- Intern Coordinator – chose, orientated, and supervised over 150 interns chosen over a 2 year period from 1,000's of applicants
- Internet Strategist – developed and began implementation of a comprehensive internet strategy
- Mail Room Coordinator – supervised mail operations and guided the staff through new mail safety procedures, a vast influx of mail, and adapted technology to digitize faxes and streamline letter composition

7/02 – 11/02 **17th District Victory Fund**, Galesburg IL *Field Organizer*

- Organized field operations for coordinated campaigns in Knox and Henry Counties
- Recruited over 600 volunteers, not including Unions
- Planned and executed all door-to-door canvassing and phone banking operations, ID'ing over 99% of registered voters
- Represented candidates Congressman Lane Evans and Governor Rod Blagojevich at local functions, panels
- Arranged candidate functions, such as press announcements, fundraisers, rallies, parades
- Oversaw the Knox county GOTV effort with 300 volunteers and 15,000 contacts
- Ran an internship program with local colleges and coordinated volunteers from the local high schools involving 20 college and high school aged individuals
- Provided computer technical support

7/01 – 1/02 **Erie County Legislature (D., Majority)**, Buffalo NY *Legislative Staff*

- Attended pre-budget proposal meetings and reported the contents, analyzed proposed budget creating information packets for legislators, attended budget hearings and compiled question and answer packets
- Managed public information hearings concerning the business community
- Clerk for the Government Affairs Committee - scheduled meetings, contacted participants, prepared committee folders, moderated/recorded the meetings
- Wrote proclamations and press releases

Featured

Parafest '06 – speaker - “Assembling and Leveraging a 360 degree View of Customers”

Parature Technology Board – 1 of 4 Parature clients in 2006 chosen to on the companies user advisory board guiding enhancements and direction of the system

Salsa User Advisory Board – 1 of 12 Wired for Change and DIA clients invited to guide development and direction of the system

2009 Reed Award Nominee – Best Use of Email/Viral Marketing

Education

University at Buffalo (S.U.N.Y.), BA Degree - Political Science, 2001