

KYLIE CARPENTER

COMMUNICATIONS STRATEGIST

Kylie Carpenter is a highly motivated **Digital Communications Professional** and currently works with House Democratic staff to develop and grow their own full-scale digital strategies across various platforms. She has worked in House, Senate, and Leadership offices on Capitol Hill and has also done campaign work for a Presidential election, a Governor's race, a House seat, and two national PACs. Prior to her political work, Kylie completed research and legislative work for a Fortune 500 tech company.

WORK EXPERIENCE

PROFESSIONAL STAFF MEMBER, HOUSE COMMUNICATIONS STANDARDS COMMISSION 2019-PRESENT
Committee on House Administration, Democrats, Washington, D.C.

- Provides advice and guidance to House Democrats on the use of official communications resources
- Collaborates with Democratic Members and Committees in developing a robust mass communications brand and to aid offices in creating strategic, analytically driven mass communication strategies that aid Democratic messaging
- Designs materials for and presents numerous Caucus-wide presentations on mass communication strategy, including presentations on social media, advertisements, mass communications strategies, election blackout communications, general franking rules, etc.,
- Provides one on one guidance to Democratic staffers on how to utilize office tools and House resources to institute, revitalize, and grow their specific programs. Worked with all Democratic House offices, including Freshman members, frontline members, and Committees
- Maintains relationships and collaborations with House Democratic Leadership, social media stakeholders, and CRM vendors on Commission initiatives and goals
- Drafts and distributes monthly Communication Standards Commission Democrats newsletter, "ComCom Comms", which updates Democratic staff on potential communication strategies, House resources, FAQs, and training opportunities.
- Supports communications and logistics for 2020 and 2022 U.S. House New Member Orientation

DIGITAL PRODUCER/MEDIA SPECIALIST 2018-2019
Congresswoman Pramila Jayapal (WA-07), Washington, D.C.

- Managed digital process, from concept to execution, and maintained strategic performance goals, including growing online social presence by over 50% in a one year period
- Revitalized branding of Congresswoman's digital content, including increasing content diversification, engagement, and overall user experience
- Maintained relationships on a staff level with Democratic Leadership and Congresswoman's committee staff to increase opportunities for cross-posting between influential members and stakeholders
- Wrote and copy-edited video scripts, press releases, press statements, and speeches for the Congresswoman on a variety of topics, ranging from immigration policy to technology summits
- Instituted and managed first press internship program in the Congresswoman's office and motivated team members by encouraging work, providing growth opportunities, and offering networking connections
- Additionally created content and strategically re-branded Congressional Progressive Caucus and Congressional Medicare for All Caucus

TECHNICAL SKILLS

Franking, Mass Communication Strategy, Advertisements, Social Media Expertise (Facebook, Twitter, Instagram, Youtube, etc.), Google Ads, HTML, Wordpress, Adobe Suite (Photoshop, Illustrator, After Effects, Premiere Pro, etc.), Canva, Final Cut Pro, iMovie, Video Editing, Audio Editing, Photography, Editorial Design, Logo and Brand Design, Digital Illustration, ArcGIS, Van, IQ, I-Constituent

EDUCATION

The George Washington University Washington, D.C. M.A. in Legislative Affairs	2017-2019
University of California, Santa Cruz Santa Cruz, CA B.A. in History, Legal Studies	2013-2017

CERTIFICATES

Data Skills for Congress Washington, D.C. Certificate from UC Berkeley Goldman School for Public Policy and USAFacts	2023
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PROFESSIONAL ORGANIZATIONS

Congressional Digital Academy Instructor House of Representatives, Washington, D.C.	Disabled Congressional Staff Association Member United States Congress, Washington, D.C.
Democratic Digital Communications Staff Association Executive Board Member United States Congress, Washington, D.C.	Women in Digital Association Member Washington, D.C. Chapter

CAMPAIGN EXPERIENCE

Women for Joe Biden Digital Volunteer	2020
Congressional Progressive Caucus PAC Digital Coordinator	2018-2019
Medicare for All PAC Digital Coordinator	2018-2019
Northam for Virginia Campaign Volunteer	2017
Jimmy Panetta for Congress Campaign Intern	2016

PROFESSIONAL EXPERIENCE

Senator Jeff Merkley (OR) Digital Media Fellow	2018
Congresswoman Yvette D. Clarke (NY-09) Digital Fellow	2018
Office of the Minority Whip Steny Hoyer Senior Digital Intern	2017-2018
Applied Materials, Inc., Government Affairs Co-Op	2017-2018
Congresswoman Barbara Lee (CA-12) Legislative Intern	2016

CONTACT ME

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