

# JULIE GILBERG

## PROFILE

After 14 years of teaching graphic design and fine art at a university remotely as an Assistant Professor, I want to bring my skill set for online curriculum design, graphic design, and facilitation to helping organizations bring their operations online and train volunteers asynchronously during these unique times. I am seeking positions which bridge my passion for teaching, building relationships with people, and using digital and social media to craft effective messaging.

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## EDUCATION

### Master of Fine Art

School of the Art Institute of Chicago, Chicago, IL  
2000 - 2002

### Bachelor of Fine Art

Washington University, St. Louis, MO  
1995 - 1999

## SKILLS

### // PROFESSIONAL

Team building  
Volunteer Management  
Team Training  
Curriculum Design  
Graphic design  
Video Editing  
Problem solving

### // TECHNICAL

Microsoft Suite/ G Suite  
Adobe Creative Suite  
Camtasia/Final Cut Pro  
Slack  
NGP VAN / Votebuilder  
eCollege/ Blackboard/ Canvas/  
Zoom / Google Hangouts  
ThruTalk/Text/Hustle/Spoke

## DEVELOPMENT

ARENA ACADEMY  
Digital Campaign Graduate, 2019  
Digital 201 Graduate, 2023

STAFF THE MOVEMENT  
Texas Democratic Party, 2020

LBJ WOMEN'S CAMPAIGN SCHOOL  
University of Texas, 2021 Cohort

MOVEMENT SCHOOL

NDTC: DEMOCRATIC STRATEGY  
INSTITUTE, 2021 Cohort

## LEADERSHIP

PRECINCT CHAIR - Travis County  
2017 - Present

## SELECTED PROFESSIONAL EXPERIENCE

### DISTRICT DIRECTOR *Representative Gina Hinojosa | December 2021-Present*

- Designed infographics, motion graphics, logos, videos and rapid response graphics for Rep. Gina Hinojosa, including a license plate which is currently sold by Texas DMV to promote voter registration.
- Wrote and released action alerts, district content, and information on social media and increased online audience by 36% on Twitter and 8% on Meta, and 9% open rate on NGP from Dec. 2021-Nov. 2023.
- Directly supervised and trained eight employees and interns in the Capitol/District office.
- Acts as the representative for the Representative within her area of responsibility including, answering casework correspondence, meeting with constituents, verbal and written communications with constituents, and serving as a liaison with state, district, and local agencies and logged and answered over 10,000 incoming and outgoing letters, emails, and incoming telephone calls relating to casework and assessed casework for problems requiring legislative action.

### GRAPHIC DESIGNER *GNI Strategies | April 2021-Present (Contract)*

- Designed branding, social media graphics, display ads and campaign literature for municipal campaigns and elected officials, like Judge Brandy Mueller, Judge Nick Chu, Judge Eric Shepperd.

### CURRICULUM DESIGNER | FACILITATOR *Travis County Democratic Party | September 2021-November 2021*

- Trained over 100 volunteers by developing, creating and delivering curriculum and content for live synchronous training on elections, advocacy, voter registration, and redistricting.
- Managed and prepped multiple principles and 3 team members to remotely facilitate a weekly training and maintained an asynchronous forum with resources and calls to action.

### GRAPHIC DESIGNER | REGIONAL ORGANIZER *Julie Oliver For Congress | Austin, TX | August 2020-November 2020*

- Designed the post-primary campaign branding book that was utilized as our primary get out the vote and supplemental voter outreach literature throughout the campaign.
- Created assets for the campaign's organizing, fundraising, endorsement and social media efforts which resulted in a 10% increase in social media engagement.
- Advanced campaign's strategic goals by training over 100 volunteers remotely in VAN turf cutting, literature dropping and arranging logistics for distributed literature dropping events.
- Recruited hosts and managed 28 Pop Up Office locations across Congressional District 25 and dropped literature at over 109K doors.

### FIELD ORGANIZER *Julie Oliver For Congress | Austin, TX | January 2020 - August 2020*

- Assisted Field Director in advancing strategic goals by reviewing scripts, training volunteers and arranging logistics for canvassing, text banking, and phone banking events. Knocked over 80,000 doors during the 2020 primary season.
- Created and managed a growing social media response team of 38 volunteers on Slack/Twitter/Facebook and created social media graphics.