

STEPHANIE KRAMER

HEAD OF CONSTITUENT SERVICES

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EDUCATION

BACHELOR OF ARTS

Public Relations and
Strategic Communications

American University,
Washington, D.C.
Class of 2018

SKILLS

Relationship Management

Public Policy

Project & Product
Management

Media Relations

Writing and Editing

Event Planning

Social Media Management

Photography

Data Analytics

EXPERIENCE

HEAD OF CONSTITUENT SERVICES

Office of U.S. Representative David Trone, Maryland's 6th Congressional District // Washington, D.C. // November 2021 - September 2023

- Acted as chief liaison to local, state, and federal agencies (as well as private institutions), advocating on behalf of the 791,000+ residents of Maryland's 6th District on a wide range of issues from housing and healthcare to economic development and social services.
- Served as a congressional surrogate, representing Congressman Trone at community outreach events and voter initiatives across five counties.
- As program manager for the prestigious Congressional App Challenge, brought together young adults from diverse backgrounds to foster interest in the sciences on behalf of the bipartisan Congressional Internet Caucus.
- Worked closely with the legislative team to ensure proposed legislation and policy positions align with constituent priorities, including a \$33 million community project funding plan.
- Led constituent casework resolution, responding to hundreds of inquiries, concerns, and requests for assistance on a weekly basis.
- Oversaw office administrative duties and acted as a formal gatekeeper, maintaining the congressman's correspondence with government agencies, constituents, non-profit organizations, community leaders, and others.
- Generated, maintained, and analyzed detailed records of constituent casework using IQ Customer Relationship Management (CRM) system, providing progress reports to office leadership on open cases and emerging trends.

POLITICAL CAMPAIGN COORDINATOR

David Trone for Congress, Maryland's 6th Congressional District // Potomac, Maryland // December 2019 - November 2021

- Recruited and trained over 300 volunteers, executing an aggressive door-to-door election strategy through voter profiling and phone banking.
- Directed "ballot chasing" efforts, connecting with thousands of constituents to drive Vote-by-Mail (VBM) numbers to a record high of over 80,000 for the candidate.
- Created content for print and social media by generating talking points, memos, newsletters, infographics, and social posts in coordination with the Press Office.
- Combined political campaign technology like VoteBuilder with social listening tools to analyze, monitor and respond to conversations across digital channels and measure against key performance indicators.
- In coordination with the Finance Director, oversaw the donor database and fundraising initiatives.
- Worked closely with leading technology vendors such as NGP VAN and ThruText to identify and recruit volunteers, conduct targeted email campaigns, and run peer-to-peer messaging programs.
- Prepared weekly briefs providing metrics on campaign initiatives.
- Conducted opposition research, providing an analysis of opponents' messaging, strategies, campaign tactics and media footprint.

TECHNICAL SKILLS

Microsoft Word,
PowerPoint & Excel

Office 365 (Outlook,
SharePoint & Teams)

Adobe Photoshop, InDesign
& Illustrator

CMS (WordPress, Drupal 8
& Adobe Experience
Manager)

Google Workspace

CRM

EXPERIENCE (CONTINUED)

CONGRESSIONAL AIDE

Office of U.S. Representative David Trone, Maryland's 6th Congressional District //
Washington, D.C. // August 2019 - December 2019

- Worked directly with our Legislative Director to better inform policy research, administrative processes, and communications with fellow staffers, congressional counterparts, and the public.
- Tracked and evaluated proposed legislation before the congressman's committees, including the House Appropriations Committee and House Veterans' Affairs Committee, as well as the House to evaluate its alignment with the core policy interests of our office and the people of our district.
- Created weekly memos on proposed and pending legislation, policy strategy, fundraising, upcoming events, and relevant coverage by news outlets.
- Monitored and responded to constituent correspondence by letter, email, and phone.
- In addition to congressional responsibilities, served on the campaign staff and organized fundraising efforts, voter initiatives, and high-profile events.

DIGITAL STRATEGY ASSOCIATE

Office of U.S. Representative David Trone, Maryland's 6th Congressional District //
Washington, D.C. // December 2018 - August 2019

- Used social listening tools, including Tweet Deck and Hootsuite, to listen, react and respond to conversations across digital channels.
- As community manager for social media, communicated with voters directly online and developed an editorial calendar, which enriched our creative output and brought better organization to our messaging and publishing cadence.
- Built press lists, which included contacts and corresponding qualitative assessments based on media type, reach and frequency.
- Acted as a staff photographer and videographer for events and often used Final Cut Pro and Adobe Suite tools to package captured material for publication.
- Practiced agile project management as product owner for the congressman's website, which migrated from Drupal, a PHP-based publishing platform, to Grav, a flexible, flat-file Content Management System (CMS).