

KY HUMBLE

100 Luna Park Dr. Apt. 106, Alexandria, VA
405-227-2096 • kyhumble@gmail.com

PROFESSIONAL EXPERIENCE

MEDIA ASSISTANT

AUGUST-NOVEMBER 2012

HRP Media Buying Firm, Washington, DC

- Assisted team which purchased and placed media for political campaigns and SuperPACs nationwide
- Managed daily distribution of checks from advertising agencies to TV stations
- Assisted in daily communication with advertising agencies and TV stations
- Provided accurate data entry for TV spots with quick deadlines
- Assisted in managing accounts on behalf of TV stations nationwide

POLITICAL CONSULTANT

JANUARY- JULY 2012

Tilley & Nichols Consulting, Oklahoma City, OK

- Supported senior staff and candidates with policy, research, branding of the candidates, and voter messaging
- Researched and wrote state legislative candidate SWOT Analysis and campaign profiles, including researching candidate background and issues important to the local district, and recommendations for incorporating them into the campaign messaging
- Managed all copy, edit, and design for mail pieces of 14 state legislative candidates in the 2012 election cycle
- Coordinated with graphic designer on layout of mail pieces
- Created, planned, and executed campaign plans for clients through the primary elections
- Guaranteed high standard of written materials for all candidates
- Assisted in fundraising call time and event planning

ADMINISTRATIVE COORDINATOR/SCHEDULER

SEPTEMBER 2009 – NOVEMBER 2010

Jari Askins for Governor of Oklahoma

- Supported the candidate, campaign manager, and deputy campaign manager with scheduling, e-mail correspondence, and booking travel
- Assisted in managing a daily presence on social media, drafting and editing weekly e-mails to donors, website maintenance, coordinated commercial shoots, and press releases to statewide news outlets.
- Coordinated fundraising events and managed fundraising logs for the candidate
- Organized and trained 30-50 volunteers weekly on field plan and messaging of the campaign
- Drafted documents articulating the candidates policy positions to be used for web content, media, constituent responses, and live debate
- Participated in the rapid response media team
- Acted as a liaison between the candidate, campaign managers, donors and national consultants

LEGISLATIVE INTERN

JUNE- AUGUST 2008

Congressman Dan Boren, Claremore, OK

- Maintained relations by acting as a liaison between the Congressman, constituents, and state agencies
- Organized and compiled daily news briefings
- Drafted communication including letters, e-mails, and articles

EDUCATION

University of Oklahoma, Norman, OK

2012

Bachelor of Arts: Journalism, Political Science

SKILLS

Scheduling, Direct Mail Fundraising, Adobe Creative Suite (Photoshop, InDesign, Illustrator), Microsoft Office Suite (Word, Excel, Outlook, Access, OneNote, Publisher), QuickBooks, VAN, Raiser's Edge, Social Media (TweetDeck, Facebook, Tumblr, Blogger, Pinterest, Instagram), Website Maintenance, WordPress