

Anna Carlisle Eason

Digital Portfolio: <http://carlyeason.wixsite.com/portfolio>

EXPERIENCE

Republican National Committee, Washington D.C.

Director of Surrogate Events

MARCH 2020-PRESENT

Manage events headlined by members of the First Family, Cabinet Secretaries, Administration officials, Party leadership and campaign surrogates. Carry event from inception to after-action, including event design, vendor and budget management, and day-of operations. Supervised live mobilization of human capital for event execution. Led events ranging from 1:1 meetings to 1,000+ attendee fundraising functions. In response to COVID-19 developed and carried out a virtual event solution implemented at the Presidential level. Fostered external and internal relationships to insure operational success.

Director, Chairman's Advisory Board & President's Club

APRIL 2017-MARCH 2020

Oversaw fundraising and donor management for \$1,000-\$15,000 donors nationwide for RNC and Trump Victory. Executed donor event logistics. Organized direct marketing campaigns across online, mail and telemarketing platforms. Developed relationships with donors to raise money and provide donor benefits. Formed mail plans, annual budgets and creative direction for fundraising initiatives. Managed vendors directly to execute multi-level strategies to meet goals. Targeted donors to effectively raise money for events.

Nevada GOP, Las Vegas, NV

Regional Field Director

AUGUST 2015-NOVEMBER 2016

Managed 11 staff members, 3 interns and 100+ volunteers. Coordinated field activities including special events, voter contact, and community outreach.

Acting Digital Director

AUGUST 2015-NOVEMBER 2016

Digital content creation and implementation for communications and field staff. Developed original content for print and digital media.

EDUCATION

University of Mississippi, Oxford, MS

2015

Public Policy with emphasis on counter terrorism, international studies and Spanish language.

Universidad de Cadiz , Cadiz, Spain

SUMMER 2013

Immersive language and cultural studies in Spanish.

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HIGHLIGHTS

Raised \$6 million Budget Annually

Executed Presidential Events

Full Service Graphic Design

Launched Virtual Event Solution

SKILLS

Graphic Design: Proficient in Adobe Creative Suite & DSLR Photography

with an emphasis in logo design and branding.

Event Planning: Logistics, design, coordination and execution for virtual and in person events.

Organization: Compliance, budget management, legal contracting, and reporting.

Social Media Coordination: Content creation and planning for Twitter, Facebook, Instagram, LinkedIn, etc.

LANGUAGES

English, Spanish