

DUSTY TRICE

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Profile

New media professional with 14 years of political organizing experience, most recently as a senior staffer on Senator Al Franken's campaign and as a Social and New Media Campaign Consultant. Strong political instinct with experience in using social networks to effectively convey campaign messaging. Producer of video blog content featured on MSNBC, Huffington Post, TPM, Wonkette and numerous other national outlets. Named #1 in the Twin Cities 'Titans of Social Media' and on the Washington Post's list of top state political bloggers.

Education

ND State University, Fargo, ND — Bachelor of Science, Major: Political Science, Minor: English

Experience

Social Network & New Media Consultant (2009-Present)

Developed new media and social networking strategies for campaigns that complement and extend their organizing and messaging efforts on Twitter, Facebook, YouTube, MySpace and other developing platforms. Specialized in integrating social media into grassroots campaigns voter outreach efforts and providing social media trainings for their organizers. Clients include Congressional and statewide campaigns, non-profits and political advocacy organizations.

Political, Social Media & Video Blogger, DUSTYTRICE.COM (2008-2010)

Wrote, compiled and researched a political news blog. Supervised and assigned citizen journalists to cover and record political events and speeches. Worked with local campaigns to develop online rapid response and crisis management strategies designed to reach an audience outside the traditional media. Utilized photo editing and design tools to create a unique user experience. Effectively used social networking to grow and motivate a progressive audience to action.

Field, Special Projects & Logistics, Al Franken for Senate (2007-2009)

Senior staffer in charge of campaign events, in-house branding, and the design and creation of promotional materials. Organized rapid response for radio and letters to the editor. Coordinated candidate statewide travel logistics. Managed events ranging from campaign presence at the State Fair to press conferences. Responsible for statewide recount logistics, including staff recruitment, coordination of volunteer housing, material production and collection of ballots.

Regional Field Director, Minnesota DFL Party (2006-2007)

Responsible for political and field operations in MN-CD3 and Hennepin County. Managed two Minnesota DFL Party coordinated campaign offices and supervised district organizing staff. Trained activists and local campaigns on direct voter contact and voter file management. Assisted in running the 2006 caucus and state and local party conventions.

Regional Field Director (MN-CD3), Democratic National Committee (2005-2006)

50 State Strategy Organizer in charge of local political and field operations for the Congressional district and 12 legislative districts. Responsible for activist training, voter contact and field organizing efforts. Acted as representative to local campaigns. Compiled district political analysis and research for local and national Democratic Party.

Field Outreach Staff, Earl Pomeroy for Congress (2003-2004)

Organizer in charge of door knocks, phone banking and volunteer recruitment. Coordinated parades, mailings and voter file management. Assisted Communications Director with radio, television and print media monitoring.

Weekend Programming & Board Operator, ND Public Radio News (1998-2000)

Created original content for broadcast as on-air host for weekend programming. Assisted News Director with story post-production and audio collection. Maintained satellite logs, station transmitter and audio archives.

Other Relevant Experience

Co-Host of "Minnesota Matters" on AM950 Radio Twin Cities. Graphic Designer, MNProgressiveProject.com. Campaign Manager, Smart Growth (Fargo, ND). DCCC Canvasser, Herseth special election (SD). Volunteer Coordinator, Schafer for Governor (ND). Assistant to the Dean, Metro State University, College of Management (Minneapolis, MN).

Technical and Multimedia Skills

Social media tools, Final Cut Pro, Adobe Creative Suite (Photoshop, Illustrator), SEO optimization, Google AdSense.