

# RATASHA SMITH

[www.ratashasmith.com](http://www.ratashasmith.com) | [linkedin.com/in/ratashasmith](https://linkedin.com/in/ratashasmith)

Experienced communications professional with a strong background in managing multi-channel campaigns and strategic messaging for mission-driven organizations. Skilled in crafting compelling digital campaigns and marketing materials that drive engagement, expands reach, and amplifies impact. Proficient in Adobe InDesign, Canva, AP Style, and basic HTML, delivering data-driven content that inspires action. And build community.

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## PROFESSIONAL EXPERIENCE

### **Elections Production Coordinator (Temporary), *MoveOn***

April 2024 - December 2024

- Supported the production of election program content across email and mobile, collaborating with stakeholders to ensure seamless execution
- Coordinated email and SMS outreach, distributing \$175,000 in contributions and securing an additional \$100,000 to support 65 endorsed candidates
- Drafted and tested clear, compelling, and creative communications that mobilized MoveOn members and voters to volunteer, donate, and take action
- Used data-driven metrics to monitor content performance and contributed to improvements in campaign effectiveness
- Played a key role in supporting member engagement for the endorsement program, contributing to a 400% increase in participation and enhancing MoveOn's voter outreach efforts

### **Campaigns and Communications Manager, *Nest***

March 2021 - January 2024

- Supported the consistency of messaging across internal and external channels
- Oversaw Nest's social media, website and newsletter channels including managing regular updates and owning calendars across the organization
- Led on documenting Nest's communications activities and KPI reporting
- Liaise with cause related marketing partnerships at lower tier giving levels
- Assisted with editing organization wide communications

### **Development Consultant and Grantwriter, *LiveGirl***

February 2021 - March 2022

- Elevated LiveGirl's fundraising capabilities by creating comprehensive grant writing assets that provided a foundation for long-term success
- Researched, wrote, and submitted 20 grant proposals, successfully securing substantial funding throughout the contract period
- Developed and maintained a detailed grant funding tracker, streamlining submission processes and tracking key outcomes
- Collaborated with leadership to align grant proposals with strategic priorities, maximizing impact and funding opportunities

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## **Communications Officer, *The Community Foundation for Greater New Haven***

June 2016 - February 2021

- Supported all communications efforts, including publications, social media, website management and public events
- Managed the communications calendar, archival files and provided proofreading for materials
- Designed advertisements, invitations, and programs to enhance print and digital campaigns
- Coordinated internal and external meetings and events, handling logistics, scheduling and records
- Utilized customer relationship management databases for data entry, list generation and streamlining communications processes

## **Communications Intern, *City of New Haven, Mayor's Office***

August 2015 - December 2015

- Drafted press releases and speeches for the Mayor of New Haven
  - Managed social media accounts and press relations
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## **EDUCATION**

### **Southern Connecticut State University**

Bachelor of Science, Journalism

Cognate: Political Science

### **The Campaign School at Yale**

Certificate in Campaign Strategy and Leadership

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## **VOLUNTEER WORK**

### **Advocacy Co-Chair, *Urban League of Central Carolinas Young Professionals***

July 2023 - June 2024

### **Young Democrat Party Officer, *Democratic State Central Committee***

November 2018 - June 2021

### **National Committeewoman, *Connecticut Young Democrats***

April 2019 - June 2021

### **President, *Urban League of Southern Connecticut Young Professionals***

January 2018 - January 2021