

# Zinzer Jay

(They/Them/Theirs)

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A “Jester for Justice” utilizing their artistic & political background to manage large-scale digital organizing campaigns centering voting rights, criminal justice reform, LGBTQ+ liberation, and labor rights.

## EXPERIENCE:

### **Vocal Media, Remote (February 2022 – April 2024)**

Senior Campaign Manager

- Developed and executed digital strategy across Tiktok, Instagram, Twitter, YouTube, and Facebook dedicated to the mass mobilization of Gen Z voters and championing progressive causes (*both issue-based and electoral*)
- Campaigns averaged 5.5 million monthly views, 1.5 million monthly engagements, and an average CPV of \$0.03
- **Select Clients:** Democratic Party of Wisconsin, Stacey Abrams For Governor ('22), Biden-Harris Administration, Planned Parenthood, SEIU, Sierra Club, Gas Leaks, Bank For Good, NowThis Media, Gen Z for Change

### **Broadway Advocacy Coalition, New York City (October 2019 – December 2021)**

Creative Strategist & Digital Campaigns

- Designed digital advocacy campaigns promoting decarceration and parole reform in partnership with Columbia Law School and directly impacted activists
- Created curriculum implementing anti-racism training and LGBTQ+ inclusion in a student-powered, semester-length series for NYC middle schools

### **Arena Academy, Remote (September 2021)**

Digital Associate

- Served as a liaison between 200+ training participants, Arena staff, and invited trainers
- Coordinated schedules, provided technical support, and moderated talkback sessions

## SKILLS

Managing Client Budgets (\$50K - \$2M), Project & Team Management, Cultural Competency Training, Influencer Marketing Strategy, Contract Negotiating, Proficiency in Google Sheets/Airtable/Notion/Todosit/Quickbase

## EDUCATION

University of Michigan: Bachelor of Fine Arts, Theatre Performance (*Cum Laude*)

Arena Academy: Campaign Organizing Track