

## **WILLIAM R. HULL, MPA**

San Diego, California 92131

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### **FRONT END WEB DEVELOPER: Wordpress & ExpressionEngine**

Masters of Public Administration with 6+ years of professional experience in government, nonprofit, and private sector roles. Established ability to build productive relationships in a nonprofit setting and with legislative staff on Capitol Hill combined with a balance of creative, communication and technical skills. Expertise in online advocacy, fundraising, marketing and organizing. Expert in e-mail marketing, Photoshop, Dreamweaver, XHTML/CSS, Social Media and Google Analytics.

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Adobe Creative Suite 5 • Photoshop • Illustrator • Flash • Dreamweaver • Acrobat • Contribute • HTML 5 • XHTML • CSS3 • JavaScript/jQuery • UI/UX • Wordpress (PHP) • ExpressionEngine • Convio eCRM/CMS • Salsa Labs/Democracy in Action • Search Engine Optimization (SEO) • Google Analytics • phpMyAdmin • Audacity • Microsoft Office • 960 Grid System • SPSS Statistics

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### **PROFESSIONAL EXPERIENCE**

#### **Web Manager**

##### **AMERICAN SPORTFISHING ASSOCIATION, Alexandria, Virginia • 2011**

Managed online advocacy, e-marketing, fundraising and membership building activities of the KeepAmericaFishing.org Web property. Administered search engine optimization (SEO), ExpressionEngine / Salsa Labs platforms and social media activities. Collaborated with site stakeholders and staff to reach defined goals set by the American Sportfishing Association Board of Directors. Telecommuted remotely in San Diego, California.

- Increased Web site traffic by 36% in the first month of this position due to the introduction of viral sharing links, events, blog and e-newsletter modules - over 16K hits/month on average.
- Managed growth of membership database from 75K to 460K contacts through Welcome Series outreach and aggressive monthly fundraising campaigns.
- Planning, implementation and design of flash banner and print graphic designs for display in ASA member booths at consumer outdoor fishing shows and storefront locations.
- KeepAmericaFishing was selected by *PR Newswire* as a 2011 Platinum PR News and Digital PR award finalist from among hundreds of submissions – corporations and nonprofits alike.

#### **Manager of Grassroots Fundraising and Online Advocacy**

##### **LEAGUE OF CONSERVATION VOTERS, Washington, District of Columbia • 2010**

Conducted low-donor fundraising (under \$1,000) and coordinated e-mail advocacy program.

Managed online fundraising and advocacy campaign messaging strategy, list segmentation, e-mail builds, testing, reporting, and post-performance analysis. Supervision of Development Assistant(s).

- Web site maintenance including cleaner code, search engine optimization (SEO), addition of RSS and analytics tracking capabilities, template development for political Web campaign pages.
- Gathered requirements and performed a needs assessment of current and potential online eCRM software and reported recommendations including a cost savings of up to \$45,000 per year.

#### **eAdvocacy/eCommunications Coordinator and eCommunications/ eDevelopment Specialist**

##### **UNITED CEREBRAL PALSY, Washington, District of Columbia • 2007-2010**

Managed UCP's online presence to bolster awareness and participation in national affiliate network representing people with disabilities. Planned and implemented diversified electronic communications strategy, including online marketing, fundraising, and advocacy programs. Orchestrated grassroots organizing, blogging, and social networking campaigns. Maintained primary Web site, microsites, e-mail lists, and intranet. Gathered content from staff, wrote articles, and produced graphics for both internal and external communications. Provided advice and support for affiliates' online initiatives.

- Envisioned and executed compelling online e-mail solicitations, eCard and Welcome Series e-mail campaign regularly reaching more than 75,000 contacts.
- Increased visibility by launching participation in major social media networks.
- Orchestrated migration of national office and 6 affiliate Action Centers from legacy e-mail platform to new suite of Convio online marketing tools.

### **Applications Consultant**

#### **iCONSTITUENT, Washington, District of Columbia • 2007**

Partnered with political candidates and Members of the United States Congress to develop, launch, and manage robust online communications strategies. Supported Web site, e-mail, teleconferencing, and SMS text messaging solutions.

- Enhanced company's service reputation through proactive account management of more than 40 Senate, House of Representatives, and Democratic candidate offices.
- Conducted e-mail and iTownhall product training for House and Senate staff, including consultation on e-mail list segmentation and message scheduling.

### **E-mail Account Manager**

#### **DCS SERVICES, Washington, District of Columbia • 2006-2007**

Organized e-mail campaigns for political clients, including gathering requirements, template creation, graphic design, database setup, segmentation, and list management. Collaborated with congressional Press Secretaries and Legislative Assistants to produce, test, and launch messages.

- Spearheaded client retention and account renewal efforts during 2006 election cycle for portfolio of 35 House of Representatives offices.

### **Transportation Sales Representative**

#### **C.H. ROBINSON WORLDWIDE, Las Vegas, Nevada, 2005-2006**

Devised and implemented business plans for Fortune 500 provider of third-party transportation logistics services. Negotiated contracts with customers, owner-operators, and dispatching companies.

- Grew revenue by securing profitable long-term account with local metal recycler.

### **Management Trainee and Assistant Manager**

#### **ENTERPRISE RENT-A-CAR, Reno, Nevada • 2003-2005**

Maintained fleet of 60 vehicles and supervised 4 full-time employees. Generated new business, marketed additional services to existing accounts, and ensured outstanding customer satisfaction.

- Rapidly advanced to management by demonstrating required proficiency on first attempt in written and situational examinations.
- Successfully mentored trainees for advancement and earned 4 MVP service and sales awards.

## **EDUCATION**

*Master of Public Administration (MPA), with Nonprofit Management Concentration – 2010*  
George Mason University, Fairfax, Virginia

*Bachelor of Arts, Political Science with Spanish Minor – 2003*  
University of Nevada, Reno, Nevada

## **INTERNSHIP EXPERIENCE**

Office of Majority Leader Harry Reid, United States Senate  
Office of Majority Leader Barbara Buckley, Nevada State Assembly

## **OTHER SELECTED TECHNICAL SKILLS / PROJECTS**

**Social Networking:** Facebook, Twitter, Google+, YouTube, Change.org, Vimeo, LinkedIn, Flickr

**Graduate Coursework:** Performance Measurement, Program Evaluation, Policy Analysis, Ethics, Research and Statistical Methods, Third-party Governance, Nonprofit Management

**Projects:** Inside-Out-Inc.org, HullabalooStories.com, NonprofitAlternatives.org