

LAURA M. WILLIAMS

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SUMMARY OF QUALIFICATIONS

Accomplished project manager, event planner, and field director with more than 10 years of experience developing and implementing strategies that result in the success of organizational and campaign objectives. Thrives in fast-paced and dynamic environments while remaining pragmatic and focused. A respected and enthusiastic leader with a winning record, able to motivate staff and clients.

Strengths include:

- Advance and Event Management
- Strategic Planning and Needs Assessment
- Online Organizing and Web Development
- Election and Legislative Campaigning
- Large-Scale Program Management
- Volunteer Program Development and Management
- Hiring, Supervising, and Team Building
- Major Donor Fundraising

PROFESSIONAL EXPERIENCE

Freelance Consultant and Event Planner, Seattle, WA

Freelance event planning and program management for small business, non-profit, and Internet clients.

SELF-EMPLOYED (DECEMBER 2004 – CURRENT)

- Executed a wide variety of events from initial brainstorming to event day management including vendor contract negotiation, budget development, overall theme and décor, marketing and publicity.
- Strategic campaign planning needs assessment organizational performance management, and volunteer program development for non-profit organizations and political campaigns.
- Online organizing including online community building, writing and copyediting, website and technical development.
- Clients include: Northwest Music Productions Services, EchoDitto, Service Employees International Union (SEIU), SAMA Foundation, Women's Information Network, Senior Services.

Seeds of Compassion, Seattle, WA

Seeds of Compassion is an initiative that hosted a historic five-day gathering to focus the world's attention on the importance of nurturing kindness and compassion starting with children and all those who touch their lives.

VOLUNTEER COORDINATOR (November 2007 – June 2008)

- Created volunteer action plan to fill approximately 1000 volunteer shifts over five days at events ranging from private audiences with His Holiness the Dalai Lama to fundraising concert with artist Dave Matthews.
- Conducted complex volunteer recruiting process including interview, orientation, job assignment, and appointed more than 150 lead volunteers to act as Seeds Volunteer staff to assist in high-level project management and administrative support in every aspect of the five-day events.
- Developed the technical support, web resources, email alerts, and database management for Seeds volunteers. Result: Cultivated an active list of more than 1500 volunteers in six months.
- Acted as public spokesperson with press, non-profit organizations and donors. Conducted orientations and trainings for volunteers. Active member of Steering Committee.

PA Victory 04, Philadelphia, PA

Senator John Kerry's National Campaign for US President

FIELD DIRECTOR: PHILADELPHIA SUBURBS (JULY 2004 – DECEMBER 2004)

- Directed high profile regional operation including supervision of more than 50 field organizers and 10 area campaign offices and managed \$500,000 budget. Implemented national field plan while adapting issues to regional targets. Result: Met and exceeded more than 90% of the daily and weekly field goals. Maintained the largest regional supporter list in Pennsylvania.
- Executed Election Day operation that included more than 2000 active volunteers region-wide. Provided voter assistance, resolved legal issues, and conducted up-to-the-minute field reports.
- Supervised and supported advance team in more than 75 events. Result: A major labor rally with more than 15,000 attendees, region-wide volunteer trainings with more than 2500 attendees, and national press coverage.

Dean for America, Seattle, WA

Governor Howard Dean's National Campaign for US President

FIELD DIRECTOR – WASHINGTON STATE (JULY 2003 – FEBRUARY 2004)**GET OUT THE VOTE DIRECTOR– WISCONSIN STATE (FEBRUARY - MARCH 2004)****EVENT PLANNER AND ADVANCE CONSULTANT (JUNE 2003)**

- Developed statewide field strategy to manage 10 regional field staff and 60 legislative district and county coordinators to organize more than 6500 precinct caucuses. Result: The highest caucus turnout in the history of Washington State; cultivated the third largest state supporter list (35,000 supporters) in the country; and the highest national donations per-capita.
- Collaborated with technology team to develop online field strategy: wrote online training manual and state weblog, coordinated more than 75 monthly meetups, and supervised online phone banks and organizing databases.
- Directed and advanced campaign events including: Governor Dean's Presidential Announcement and the Sleepless Summer Tour Rally in Seattle – more than 12,000 in attendance.

Amazon.com, Seattle, WA

Amazon.com is an e-commerce store and Fortune 500 Company.

HR & SPECIAL PROJECTS ASSISTANT (OCTOBER 2003 – JUNE 2004)

- Oversaw annual employee performance review process including creating and analyzing department and company-wide performance matrix. Supported and mentored employees to create individual improvement plans and managers to develop aggressive and effective department performance goals.
- Organized and maintained all HR department records related to workers compensation, LOA, stock options. Ensure data integrity in Human Resources Information Systems (PeopleSoft) systems. Completing and distributing reports to Vice President of Human Resources and Department Managers.
- Coordinate overall recruit experience including preparation for recruiting materials, scheduling phone interview and hiring meetings. Coordinate travel arrangements; ensure a smooth flow throughout interview process.

Common Cause, Washington, DC

Common Cause is a Citizens' Lobbying Organization devoted to creating open and accountable government.

STATE ORGANIZATIONS COORDINATOR (SEPTEMBER 2001 – OCTOBER 2002)**GRASSROOTS ORGANIZER AND LOBBYIST (AUGUST 1999 – SEPTEMBER 2001)**

- Coordinated \$500,000 donation to create a National Service youth initiative, including establishing pilot projects in New York City, Chicago, and Los Angeles. Established the Democracy Fellowship creating internships for more than 100 college and high school students each year. 2002 U.S. News and World Report named the Democracy Fellowship in their list of top 100 internships in Washington DC.
- Organized a ten city national tour on Money and Politics including event logistics, scouting locations, site set-up and supervision, and acted as the liaison with special guests and speakers.
- Acted as National office liaison to 40 state organizations. Created grassroots action agenda, provided legislative and issue research and guidance, and facilitated organizational growth.

Women's Information Network (WIN), Washington, DC

Women's Information Network is an all-volunteer organization for young, pro-choice, Democratic women in Washington DC.

OUTREACH DIRECTOR FOR WOMEN OPENING DOORS FOR WOMEN (2001-2002)**PROGRAM MANAGER CAMPAIGN EVENTS VNETWORK (2000 - 2001)**

- Conducted major donor meetings raising more than \$50,000 for the annual Women Opening Doors for Women Dinner.
- Consulted on the creation of an online network for campaign and election opportunities working in collaboration with local and national officials and the Democratic National Committee. Wrote and developed action alerts and fundraising appeals.
- Developed and coordinated training curriculum for volunteers for Campaign Days that allowed more than 100 young women to intern and volunteer at with local officials running for public office. Supported candidates by evaluating their field operation and troubleshooting.

EDUCATION**BA Political Science and International Communication**

Ithaca College, Ithaca, New York

Awards: Magna Cum Laude, Dean's List (8 Semesters), Omega Society (Freshman Honors)