
AARON E. MYERS

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Washington, D.C.

Profile

I lead editorial, creative, and technical teams to build great things together. My roles have introduced new ideas, landmark legislation, and high-profile political candidates. I love a good story. I thrill in the energy of collaboration. And I appreciate the challenge of growing engaged audiences.

Experience

The Aspen Institute – Washington, D.C.

- **Chief Digital Strategy Officer — July 2020–May 2023**

Developed platform partnerships and revenue opportunities for a global nonprofit. Fostered a culture of analytics to plan projects, allocate resources, and measure impact. Updated security and privacy standards for the organization's public digital properties — coordinating with leaders in legal, risk, policy, finance, and IT verticals. Reimagined key business needs — collaborating with cross-functional teams. Guided 600+ colleagues to produce engaging content during the COVID-19 pandemic, increasing views by 70%+ as in-person events were halted. Served as communications lead for the annual Aspen Ideas Festival.

- **Director of Digital Strategy — February 2013–July 2020**

Editorial and technical leader. Managed relationships between creative staff and policy experts covering 30+ topics. Assigned writing, creative, and technology projects. Expanded the public digital footprint of an organization historically known for private gatherings. Led a comprehensive overhaul of digital strategy and properties, earning Webby Award honors in 2017. Targeted and achieved at least 20% year-over-year audience growth. Oversaw technology projects for the annual Aspen Ideas Festival. Created experiences to support a CEO transition, new headquarters, branding refresh, and countless live events. Managed budgets and a staff of 15 focused on websites, editorial content, email, social media, video production, and A/V support.

U.S. Senate Majority Leader Harry Reid – Washington, D.C.

Director of New Media — April 2009–February 2013

Worked with senators to create effective messaging for digital spaces — presenting their work to constituents and media. Oversaw digital production as Senate Democrats crafted the Affordable Care Act, Dodd-Frank Wall Street reform, and other landmark legislation. Led the studio team of strategists, video editors, developers, and designers in the Senate Democratic Media Center. Broadened outreach to include online communities and digital creators. Fostered relationships between congressional institutions and popular platforms — driving updates to Senate rules. Convened Democratic digital outreach staff regularly to coordinate caucus messaging, share best practices, and review analytics.

Democratic National Convention Committee – Denver, Colo.

Director of Online Communications — February 2008–September 2008

Responsible for the digital presentation of Barack Obama's historic nomination at the 2008 Democratic National Convention. Oversaw planning and execution of the event's online presence – from infrastructure to editorial content. Created online advertising campaigns. Captured and streamed video content in HD (a first for a political party convention). Led outreach to national and local blogs and credentialed more than 400 digital outlets to cover the event. Managed the Convention's online team and 50 on-site contractors.

John Edwards for President – Chapel Hill, N.C.

Director of Internet Operations — December 2006–February 2008

Managed the online staff for John Edwards' 2008 presidential campaign. Led the technical and creative teams responsible for communicating the campaign's message online, responding quickly to news events, meeting fundraising goals, providing voter information, and organizing volunteers. Responsible for the editorial and creative content of JohnEdwards.com, campaign e-mail, and material distributed via blogs and social networks. Designed and purchased online advertising. Oversaw digital infrastructure and managed vendor and consultant relationships. Our team raised \$15 million.

Independent Consultant – Washington, D.C.

November 2004–December 2006

Guided various advocacy and promotional projects. Designed websites and strategic plans for several non-profit organizations, labor unions, and corporate clients. Created Al Gore's personal website and blog in conjunction with his *Inconvenient Truth* film and book. Designed the online identity and web apps for Wake Up Wal-Mart, a campaign of the United Food and Commercial Workers International Union (UFCW). Designed digital projects for clients including the United Nations Foundation, Air America Radio, Friends of John Kerry, and U.S. Newswire.

Kerry-Edwards 2004 – Washington, D.C.

Director of Internet Development – May 2004–November 2004

Managed the web development and design staff for John Kerry's presidential campaign. Coordinated online features with campaign policy, communications, and political departments. Oversaw daily production projects for JohnKerry.com in support of campaign message, fundraising, and get-out-the-vote activities. Conducted extensive testing to optimize contribution and e-mail subscription experiences.

Edwards for President – Raleigh, N.C.**Director of Internet Operations – December 2002–March 2004**

Oversaw all online communications for John Edwards' presidential campaign. Hired and managed staff and vendors. Produced digital features to support the campaign's daily message. Managed web design and guided all technical and editorial decisions related to online outreach. Wrote website content and fundraising appeals. Designed and placed online advertising. Trained national field staff and fundraising staff to use online outreach tools. Created the campaign's infrastructure to successfully handle online traffic surges that paralleled major news events. Met fundraising and volunteer recruitment goals for a campaign that secured a second-place finish in Iowa and positioned its candidate to become the vice presidential nominee.

Office of U.S. Senator Tom Harkin – Washington, D.C.**Webmaster – June 2001–December 2002**

Created the official website for Senator Tom Harkin of Iowa. Brought key constituent services online for the first time — earning recognition from the Congressional Management Foundation. Prepared daily online updates as Congress confronted the 9/11 terrorists attacks, responded to anthrax attacks, and crafted the 2002 Farm Bill. Separately, designed and managed online properties for Sen. Harkin's successful 2002 reelection campaign.

Gore 2000 – Nashville, Tenn.**Senior Web Producer – June 2000–November 2000**

Designed website content to support the daily message of Al Gore's presidential campaign — as part of a small, early digital team. Collected content from staff in the field. Shared the campaign experience with supporters and introduced voters to the candidate and his policy goals. Designed the campaign's online advertising. Coordinated live video events. Analyzed site traffic. Created illustrations for the campaign's policy publications, signage, and press releases.

Education

The George Washington University — BA, Political Communication

Additional Information

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