

# KEVIN ORR

Writer, Digital  
Strategist, Creative

Washington, DC

## PORTFOLIO

[www.kevingorr.com](http://www.kevingorr.com)

## CONTACT

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## EDUCATION

### UNIVERSITY OF OREGON

Bachelor's Degree; Advertising,  
Journalism and Political Science

3.4 GPA

## SKILLS

- Excellent, vivid writing and storytelling for social media, advertising, press materials, etc.
- Razor-sharp editing, spelling, grammar, knowledge of AP style
- Savvy, on-trend social media content creation
- Strong expertise in politics, journalism, digital and news media
- Polished, creative graphic design
- Professional in client relations

## TOOLBOX

- Twitter, Instagram, Threads, Tiktok, Facebook, Buffer, Later
- Adobe Suite, Google Suite, Canva
- NGP, ActBlue, EveryAction, Facebook Ads Manager
- HTML coding

## WORK EXPERIENCE

### PROJECT ASSISTANT

White House Historical Association // Nov. 2023 - Present

- Lead administrative, organizational tasks for development project
- Conduct research on prospective donors for development project
- Assist with content for social media, copywriting for one-pagers, etc.

### SOCIAL MEDIA MANAGER

The Liminal Plan // Jul 2023 - Sept 2023

- Managed PAC's accounts on Instagram, Twitter and Threads.
- Instrumental in creative and messaging strategy.
- Wrote sharp copy and designed eye-catching graphics for posts reacting to pivotal political news, and for evergreen content promoting the PAC's brand and message.
- Drove significant growth in follower base on each platform.

### DIGITAL STRATEGIST

Veracity Media // Mar 2022 - Jan 2023

- Wrote persuasive, timely fundraising emails for various progressive political candidates and non-profits.
- Ideated, wrote copy for and ran creative Facebook ads campaigns.
- Drafted and posted content for clients' Twitter and Facebook.
- Built emails in NGP and donation pages in ActBlue.
- Helped facilitate fluid client relations.

### COPYWRITER INTERN

The New York Times (T Brand Studio) // Jul 2021 - Jan 2022

- Wrote headlines and social media copy for multiple digital platforms promoting new projects and stories.
- Contributed research and creative and strategic brainstorming to early stages of projects.
- Wrote launch letters and other internal materials.

### PRESS INTERN

Office of U.S. Senator Ron Wyden // Sept 2021 - Dec 2021

- Compiled daily press clips
- Drafted press releases, quotes for the Senator, and newsletters.
- Brainstormed and drafted ideas for social media content.

### COPYWRITER

Allen Hall Advertising // Jun 2020 - Jun 2021

- Wrote creative, engaging copy for print ads and social media content
- Collaborated with strategists, designers, etc. to produce innovative ideas, execute smart strategy, and ensure cohesive creative vision