

Mark Anthony Dingbaum (He/They)

markanthony@dingbaum.com | (319) 321-7252 | dingbaum.com

PROFESSIONAL EXPERIENCE

Pivotal Ventures, A Melinda French Gates Company (Seattle, WA) | July 2020 - Present

Senior Manager, Digital Communications

- Recruited to help build brand foundations, including narrative, voice, tone, visual design, audience development & segmentation
- Evaluated & co-led restructure of digital team and full ecosystem, optimizing for UX in support of key Pivotal & Melinda brands
- Directed all phases of a significant website build, including agency search, discovery, strategy, design, production & training

Chobani (New York, NY) | November 2016 - July 2020

Digital Strategist → Digital Communications & Community Engagement Lead

- Designed & directed all executive, philanthropic & customer care digital strategies for Chobani, America's #1 Greek yogurt brand
- Produced & instituted company's first online reputation management plan, including SEO, reviews, Wikipedia, & social sentiment
- Wrote & project managed Chobani's first Impact Report, a comprehensive digital & print-based tool to share our CSR story
- Monitored & managed extensive alt-right digital attacks on brand & leadership through digital crisis communications

Clinton Foundation (New York, NY) | December 2015 - November 2016

Deputy Director of Communications, Digital Engagement

- Built a digital engagement team and strategy supporting all foundation-affiliated digital platforms & principal accounts
- Developed content strategies that resulted in more than 2.5 million social media engagements and added 250,000 followers
- Introduced new live video clipping technology that produced the foundation's first viral video with 1.5 million+ Facebook views

U.S. Office of Personnel Management (Washington, DC) | March 2014 - December 2015

Director of Social Media → Deputy Director of Communications and Digital Director

- Appointed by President Obama to serve as the first director of social media at the U.S. Office of Personnel Management
- Empowered a 15-member OPM team to support White House communications & digital with high-profile, strategic messaging
- Assisted an inter-agency task force, providing crisis communications support following two widely publicized cyber attacks

Change.org (Washington, DC) | October 2011 - March 2014

Campaign Manager → Senior Campaign Manager → Communications Manager

- Provided media trainings & messaging strategies that secured coverage in top tier outlets like NYTimes, WaPo, TIME, & CNN
- Directly responsible for more than 5,000 press hits valuing more than \$5 million in earned media over a 5-month time period
- Directed a 13-month national digital campaign to successfully pressure the Boy Scouts of America to end its ban on gay youth

CREDO Mobile (San Francisco, CA) | December 2010 - September 2011

Campaign Manager

- In 4 months time, helped add 500,000+ new members to CREDO's email list through daily email campaigning
- Organized 175 district meetings in more than 40 states with key staff of congressional and senate leaders
- Designed & managed extensive social ad campaigns helping grow our email list at a cost of just \$1.50 per acquisition

LGBTQ Victory Fund and Institute (Washington, DC) | March 2008 - November 2010

External Affairs Intern → External Affairs Fellow → Digital Marketing Associate

- Leveraged digital campaigns and online advertising to double Victory's email list and grow its follower base by 250%
- Led the development, design, and launch of sophisticated website remodels and initiated organization-wide digital trainings
- Composed compelling news and press releases, candidate interviews, biographies, blog posts and email action alerts

Kirsten Gillibrand for Congress (Poughkeepsie, NY) | August 2008 - November 2008

Field Organizer

- Directed all Dutchess County field operations, managing a field office 15 hours a day, 7 days a week for 11 consecutive weeks
- Recruited, trained and mobilized 300 volunteers to identify and persuade 177,667 voters in NY's 20th congressional district
- Co-led 100,000 door knocks and 300,000 phone calls to help re-elect Congresswoman Gillibrand by a 20% margin of victory

TRAINING & EDUCATION

New Organizing Institute (Washington, DC) - *New Media Boot Camp, Advanced New Media Training, 2009 - 2010*

LGBTQ Victory Institute (Washington, DC) - *Candidate and Campaign Training, 2009*

Human Rights Campaign (Washington, DC) - *Campaign College, 2008*

University of Iowa (Iowa City, IA) - *B.A., Political Science & Communication Studies, 2004 - 2009*

AWARDS & HONORS

Topical Marketing, Silver Award - *Effie Awards, 2020*

Best Real-Time Response Campaign, Finalist - *Shorty Social Good Awards, 2017*

PR Campaign of the Year - *Ragan's PR Daily Awards, 2014*

Presidential Appointment - *Obama Administration, 2014*