

# CALVIN KIA ABBASI

## POLITICAL COMMUNICATIONS AND ORGANIZING PROFESSIONAL

818.606.2553



calvinabbasi@gmail.com



12211 Arbor Hill St  
Moorpark, CA



*Portfolio*

Calvinabbasi.wixsite.com/ab  
basiccampaigns



*LinkedIn*

LinkedIn.com/in/calvin-  
abbasi-520aa416b



### EDUCATION

M.A., COMMUNICATION STUDIES  
California State University, Northridge

B.A., PHILOSOPHY, POLITICS, AND  
LAW (PPL)  
University of Southern California

A.A., PHILOSOPHY  
Los Angeles Pierce College

PUBLIC LEADERSHIP  
CREDENTIAL  
Harvard Kennedy School of Govt.

### EXPERTISE

- Communications and messaging
- Organizing, coalition building, and campaign management
  - Social media management, branding, and growth
  - Press and media relations
  - Digital marketing and data analysis
    - Data analysis
- Knowledge of and experience with underrepresented communities, i.e. POC, millennials

### QUALIFICATIONS SUMMARY

Political communication, media, and organizing professional with extensive campaign, communications, and California policy experience. Expertise in coalition building, messaging, and using relevant cutting-edge research, media tools, and high-level analysis to craft specific strategies to accomplish the task at hand under high pressure situations. Able to wield leadership and management experience, research and on-the-ground capability, policy and community knowledge, social media and advertising prowess, and organizing best practices to engender progress and influence for meaningful causes.

### EXPERIENCE

#### CREATIVE STRATEGIST & COMMUNICATIONS CONSULTANT |

Los Angeles, California | 12/2018 – Present

##### *Overton Projects*

Engineered marketing, social media, and public relations campaigns — from conception to brand strategy to creative direction and execution—for a variety of clients, including the AARP, the Los Angeles Community College Board of Trustees, Fire and Dice, San Diego City Council, the California State Assembly, Seriously Games, and Campaign for Action.

- Produced viral advertisement for Mayor Pete Buttigieg's exploratory committee, which garnered over 110k views and aided in his joining of the 2020 presidential race
- Pioneered campaign communications for four clients that resulted in four election victories – all 4 candidates were outspent by opponents
- Strategized, wrote, and directed the #OurHeroesWearScrubs campaign for AARP's Future of Nursing, which aired across multiple platforms, produced over 100K impressions and 75K views, and increased viewership of the AARP nurses landing page by 47%

#### CREATIVE DIRECTOR & PRINCIPAL CONSULTANT | Los Angeles, CA | 1/2019 – 3/2020

##### *Dr. Loraine Lundquist for Los Angeles City Council*

Spearheaded all communications, social media, and brand strategy for major Los Angeles City Council race – including media management, creative briefs, ad concepting, digital marketing, and creative assets – which catapulted an underdog candidate into the front-runner seat. Coordinated press relations, creative messaging, brand identity, polling analysis, and digital marketing. Wrote speeches and press releases; wrote and designed digital content and direct mail deliverables; created video scripts, video storyboards, and more. Directed all campaign videos.

## TECHNICAL SKILLS

(including but not limited to)

- Adobe Creative Cloud: Premiere, Photoshop, and Illustrator
  - HTML5 videos
  - Final Cut Pro
  - Logic Pro X
- Full suite social media proficiency, ad campaigns, and basic backend: FB, IG, TikTok, etc
  - NGP VAN & PDI

## RELEVANT POSITIONS & HONORS

CA ADEM Delegate, AD45

Board Member, SFVYD

Board Member, Southern California Persian Democrats

Gen44 National Organizing Committee Board Member

DNC Presidential Delegate 2012, CD30

U.S.-China Silk Road Cup Champions, Beijing International University  
Traveling scholar and coach for the United States Debate Team

Richard B. Aronstam Award for excellence in political rhetoric scholarship

California State Champion, intercollegiate policy debate

Panel presenter at ISSA – International Society for the Study of Argumentation – for research on millennial social media patterns

Appearances on Fox News, Dennis Prager Show, The Young Turks and others for political analysis

Former Political Editor for Sonic Eclectic Magazine

Devised campaign logo, slogans, and viral hashtags. Acted as management for a team of 14 employees and 70 volunteers during peak campaign season

- Developed relationships with local media representatives, which resulted in multiple instances of earned media coverage.
- Recognized by the *Los Angeles Times* twice for outstanding creative execution of direct mail and video.
- Conducted a local political campaign on a shoestring budget of \$750K and stayed within the designated budget margins.

**DEPUTY COMMUNICATIONS DIRECTOR** | Los Angeles, California | 3/2019 – 8/2019

### *Mike Gravel for President 2020*

Crafted press releases. Authored policy messaging that was then utilized in the creative brand strategy. Coordinated social media content—primarily focused on Twitter.

- Conceptualized, wrote, and directed a viral video advertisement that generated over 250K views.
- Met Democratic National Committee fundraising thresholds time and time again purely through viral marketing, despite having an all-volunteer staff, to give Gravel the best shot to participate in the primary debates.
- Coordinated and executed an unprecedented social media and advertisement strategy that received press acclaim and attention for creative and stand-out messaging.

**DIRECTOR OF OPERATIONS – CALIFORNIA** | Orange County, California | 7/2018 – 12/2018

### *League of Conservation Voters*

Oversaw all field and organizing operations for three congressional districts. Hired and deployed a team of nine employees to conduct field operations and campaigns for LCV's California pilot of the Greenroots program, focused on flipping CA49 (Levin). Intercepted all media inquiries, marketing campaigns, crisis communications, and constituent communications for all three campaigns. Wrote cold calling and phone banking scripts. Tracked voter communication performance.

- Reached out to over 10K individual voters over the course of three months.
- Won races in all three targeted congressional districts.
- Surpassed all League of Conservation Voters federal metrics.

## ADDITIONAL EXPERIENCE

**COMMUNICATION STUDIES LECTURER & DEBATE COACH**, *California State University – Northridge*, Northridge, California – 2015-2017

**CAMPAIGN MANAGER & POLICY ADVISOR**, *Henry Stern for State Senate District 27*, Los Angeles, California – 2015-2016

**EXECUTIVE DIRECTOR**, *Students for Obama California*, Los Angeles, CA – 2011-2012