MAYA SABEH

Washington, D.C. | mayasabeh11@gmail.com | 314.265.5828 | linkedin.com/in/mayasabeh/

EXPERIENCE

Digital Candidate Fundraising Coordinator **Washington, D.C.**
DCCC *Aug 2025 – Present*

- Led digital fundraising strategy, content, and production for seven Red-to-Blue candidates and five Frontline members, managing project timelines, cross-team approvals, and deliverables, raising $3M+ across the cycle.
- Developed cross-channel fundraising calendars, copywriting, and production, tailoring messaging and creative to campaign priorities, rapid-response moments, audience segments, and channel-specific engagement goals
- Conducted and analyzed A/B testing to optimize messaging and creative, increasing revenue & number of gifts.
- Managed three candidate launches and built four programs entirely from scratch, owning client relationships & incorporating feedback while managing approvals and KPIs; coordinated stakeholders to expand partner programs.
- Expanded client email/SMS lists and generated positive ROI; tracked candidate budgets and spend across email, text rentals, Facebook, and Google Ads; flagged budget risks; and coordinated vendor invoicing with clients.
- Launched a Facebook direct-to-donate program, producing 400+ digital graphics and 100+ ads combined with targeted copywriting, creative development, audience strategy, and performance analysis to raise $110K.
- Established and grew candidates' Substack accounts, generating 6,700+ subscribers and $30K raised.
- Staffed candidates' call time and in-person high dollar fundraisers.

Director of Debate **Washington, D.C.**
George Washington University Debate & Literary Society *Aug 2025 – Present*

- Managed an $80K budget, tournament operations, travel, and external partnerships.
- Coached GW's 15-person debate team to strengthen competitive performance at 200+ travel tournaments.

Advocacy Mobilization Intern, Campaigns **Washington, D.C.**
AARP *Aug 2024 – Aug 2025*

- Developed digital advocacy content, translating complex policy issues into audience-focused messaging.
- Coordinated rapid-response digital messaging and press communications across a 12-person team for campaigns reaching 11M+ members, aligning content with evolving policy developments and campaign priorities.
- Streamlined and standardized member communications by developing automated responses, FAQs, and cross-team workflows to resolve a 24-month inquiry backlog, improving response rates by 197%.

Campaign Press & Communications Assistant **St. Louis, MO**
Cori Bush for Congress *May – Aug 2024*

- Managed the principal's social media accounts, developing content calendars and producing 400+ posts and 150+ graphics tailored to the principal's voice, audience, and campaign priorities.
- Launched and grew the principal's TikTok through a twice-daily content strategy, writing direct-to-camera scripts and filming and editing 100+ videos to reach 5K followers and generate 600K+ engagements.
- Executed influencer and digital partnership initiatives to expand audience reach and engagement.
- Wrote press releases, talking points, and op-eds to clearly communicate the Congresswoman's agenda to the press.
- Drafted speeches and talking points; executed media prep and briefings to the principal.

U.S. House of Representatives Communications Intern **Washington, D.C.**
Former Rep. Cori Bush *Sept – Dec 2023*

- Monitored media coverage and produced daily clips to help the office respond to news quickly and effectively.
- Wrote monthly newsletters, speeches, statements, and social media content for press events and interviews.

EDUCATION

B.A. in Political Communication — George Washington University School of Media and Public Affairs

SKILLS & PLATFORMS

ActBlue | ActionKit | Adobe Premiere Pro | Asana | Calltime.ai | Canva | Campaign Verify | CapCut | Google Ads | Google Suite | Graphic Design | Meta Business Suite | Mobilize | NGP EveryAction | Numero | Pingdex | Google Postmaster | Quiller | Scale to Win | Social & Digital Strategy | Switchboard | X Analytics