

EZRA MECHABER

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WORK EXPERIENCE

Glitch

Growth Marketing Lead

March 2019 – Present

- Grow users in ways that stays true to company's core values around ethical tech.
- Run sitewide experiments, analyze user cohorts, and drive product decisions that acquire and retain users.
- Develop creative sites and initiatives that drive user growth with humor, activism, and cultural relevance.

American Civil Liberties Union

Deputy Digital Director

November 2017 – February 2019

- Managed ten-person team within ACLU Communications unit. Analyzed and rewired team structure, management, and workflows. Implemented new processes for both administrative and creative work that increased transparency and improved efficiency. Managed \$7.6 million departmental budget.
- Worked with senior leadership across the ACLU to ensure cross-departmental priorities were reflected on digital platforms to maximize for organizational goals, including advocacy and fundraising.
- Partnered with the Analytics team to experiment and analyze across platforms to build a data-driven culture. Grew email list by 30%, and took SMS list from 30,000 to 200,000 in six months.
- Led the ACLU's largest-ever online voter engagement program for 2018 midterms. Worked with Product, Political, and Analytics teams to identify priority audiences and build tools—including interactive education resources and an Apple Wallet integration. Oversaw \$2.1 million advertising budget.
- Worked with Product and Technology team to implement an organization-wide CRM to unify ACLU data.

Precision Strategies

Principal

June 2016 – November 2017

Senior Associate

January 2015 – May 2016

- Led digital advocacy and communications consulting projects. Coordinated digital, communications, and data teams for nonprofits, political campaigns, and Fortune 50 companies to strengthen client positioning.
- Oversaw three cross-functional client teams at any given time. Responsible for ensuring effective campaigns that came within budget, were delivered on-time, and advanced client goals.

The White House, Office of Digital Strategy

Deputy Director of Email and Petitions

November 2013 – January 2015

Associate Director of Online Engagement

September 2011 – November 2013

- Project managed campaigns to amplify White House priority initiatives online.
- Managed 16-million-user petitions platform We the People that drove half of all WhiteHouse.gov monthly traffic. Developed official policy responses with departments across the administration to explain the President's positions, resulting in the Obama administration's first public support for net neutrality.
- Worked across departments to help maximize the White House's Salesforce CRM and email marketing tool implementation. Identified business needs and helped IT prioritize fixes to rollout issues.
- Led email outreach to 4 million subscribers. Wrote emails on behalf of President Obama and Vice President Biden. Doubled the email list size from 2 million in 18 months using organic-only strategies.
- Optimized user experiences for WhiteHouse.gov, email, and social platforms through A/B testing, analytics tracking, and user feedback sessions to improve online engagement with the public.

EDUCATION

University of Rochester

August 2007 – May 2011

Bachelor of Arts, Political Science and Religion (*cum laude*, high distinction)

Honors: *Dean's List (2007 – 2011)*, *Theta Alpha Kappa Honor Society*, *Rush Rhees Grant*