

Olivia Retschle

(919) 397-5698 | oliviamaryr@gmail.com | www.linkedin.com/in/olivia-retschle/

Professional Experience

Campaign Manager | *Kimberly Hardy for Congress NC-07* | May 2025-Present

- Directed day-to-day operations for a congressional campaign overseeing field, communications, fundraising, compliance, and strategic planning functions as the single, full-time staff member
- Designed and managed implementation of a district-wide voter contact program focused on volunteer recruitment, canvassing, phone banking, and turnout operations across more than 150 precincts.
- Coordinated fundraising strategy and finance operations supporting a six-figure campaign budget, including donor relations, event planning, call time management, and vendor oversight.
- Developed and executed campaign messaging centered on affordability, healthcare, and public education while managing media relations, digital communications, and rapid response efforts.
- Built and supervised teams of staff, consultants, interns, and volunteers while maintaining operational timelines, organizational discipline, and campaign continuity.

Campaign Manager | *Val Frias for Brookline School Committee* | February 2025-May 2025

- Directed the design and distribution of physical and digital mail.
- Collaborated with local leaders, families, and activists to build interest for the candidate and raise funds in a competitive, non-partisan committee race.
- Activated volunteers to stand out, make calls, and engage their community.

Communications Director | *MA State Senator Barry Finegold* | September 2023 - November 2024

- Set tone for messaging and directed all outgoing communications including statements, testimony, speeches, press releases, letters, and newsletters; pitched stories to reporters and tracked media coverage.
- Led outreach for local and legislative events, collaborating with community organizations, elected officials, local and statewide media, guests, and stakeholders.
- Managed social media channels; implemented social media calendar, filmed and edited video content, designed graphics, collaborated with colleagues to maximize reach for each event and post.

Legislative Aide | *MA State Senator Barry Finegold* | January 2023 - September 2023

- Directed the office's constituent services operation with a caseload including housing, licenses and titles, utilities, unemployment, roads, etc. Coordinated with local, state, and federal liaisons to problem solve.
- Handled all incoming communications including the Senator's email, phone calls, and walk-ins. Aided in outgoing communication efforts such as sending constituent letters, Senate citations, etc.
- Managed the Senator's calendar, prepared background for meetings and events

Field Director | *Barry Finegold for Massachusetts State Senate* | June 2022 - November 2022

- Engaged local organizations, activist groups, union memberships, and City Council's in campaign efforts by developing authentic relationships through consistent communication.
- Managed digital platforms including Facebook, Instagram, TikTok, etc.
- Recruited 20 paid interns to knock over 17,000 doors to share the campaign's platform.
- Directed the distribution of over 8,000 pieces of personalized mail and placement of 1,000+ lawn signs.

EDUCATION:

North Carolina State University | 2018-2022
B.A. Political Science - Public Policy
Minor: Psychology

SKILLS:

Communication, Problem Solving, Public Speaking

LANGUAGES:

Beginner: Spanish & French