

Samantha Liebman

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SUMMARY

Digital communications and political strategy professional with 10+ years of experience leading campaigns, managing multi-channel communications programs, and building grassroots engagement initiatives. Experienced in digital strategy, email communications, CRM management, social media, website development, paid advertising, content creation, and campaign analytics. Proven track record managing staff, volunteers, consultants, and cross-functional teams while executing high-impact political and advocacy campaigns. Skilled at translating organizational goals into measurable communications strategies that drive engagement, build coalitions, and expand community participation.

EDUCATION

NEW YORK UNIVERSITY (Expected Graduation Fall 2026)

Master's in Linguistics & Anthropology

MONTCLAIR STATE UNIVERSITY, 2016

Bachelor of Arts: Political Science, Minor: Arabic Language

EXPERIENCE

CHIEF EXECUTIVE OFFICER

2017 – Present

Aspire Grassroots

Lead a grassroots political consulting and advocacy organization focused on local campaigns, voter engagement, strategic communications, and community-based organizing initiatives.

- **2026 Primary:** Managed Ali Aljarrah's campaign for Passaic County Commissioner, overseeing campaign strategy, digital communications, messaging, website management, fundraising, earned media, field operations, volunteer recruitment, and coalition outreach. Directed communications surrounding major endorsements from national and statewide progressive leaders and organizations including Ras Baraka and Bernie Sanders, increasing campaign visibility and voter engagement throughout Passaic County.
- Develop and execute multi-channel communications strategies across social media, websites, digital advertising, email outreach, direct mail, and earned media campaigns.
- Manage campaign messaging, content development, graphic design, branding, website creation, and digital advertising for candidates, advocacy organizations, and political initiatives.
- Build and maintain partnerships with elected officials, labor organizations, advocacy groups, community leaders, and grassroots stakeholders to strengthen coalition-building efforts and maximize campaign impact.
- Direct campaign operations including budgeting, fundraising, voter outreach, stakeholder engagement, project management, and strategic planning.
- Manage and mentor interns, volunteers, canvassers, and campaign staff while supervising teams of more than 10 individuals.
- Designed and facilitated volunteer and campaign training programs for more than 100 participants, strengthening organizational capacity and field effectiveness.
- Implemented paid canvassing and voter contact programs while tracking engagement metrics and optimizing outreach strategies through data-driven decision making.
- Coordinate large-scale voter engagement activities including canvasses, phone banks, community forums, campaign events, and coalition-building initiatives.

DIRECTOR

2020 – May 2025

Publicity

- Directed political communications and consulting projects focused on campaign strategy, voter engagement, digital communications, and public affairs.
- Developed and managed integrated communications campaigns spanning digital advertising, social media, websites, video production, direct mail, and earned media.
- Managed website development, digital content strategy, branding, and messaging for political candidates and advocacy organizations.
- Collaborated with clients, designers, videographers, consultants, and campaign teams to produce cohesive communications campaigns.
- Analyzed voter engagement and campaign performance data to refine audience targeting, messaging, and outreach strategies.
- Led creative development and production of television advertisements, digital advertisements, websites, graphic design assets, and campaign communications.
- Managed campaign staff and interns while maintaining client relationships and ensuring successful project execution.

FIELD ORGANIZER

April 2018 – November 2018

Mikie Sherrill for Congress

- Managed volunteer recruitment, training, and voter outreach efforts across targeted districts.
- Coordinated canvasses, phone banks, and voter contact programs to increase voter engagement and turnout.
- Partnered with campaign leadership to execute field strategy and achieve voter contact goals.

CAMPAIGN COORDINATOR

August 2016 – November 2016

Bill Pascrell for Congress

- Recruited, trained, and managed volunteers and interns.
- Coordinated field operations, outreach programs, and campaign office activities.
- Supported campaign staff in executing voter engagement and GOTV initiatives.

TECHNICAL SKILLS

Multi-Channel Communications Strategy
Social Media Management
Digital Advertising
Email Marketing & CRM Management
Website Development & Content Management
Brand Messaging & Storytelling
Earned Media & Public Relations
Campaign Analytics & Reporting
Crisis Communications
Project Management
Staff & Volunteer Management
Coalition Building
Stakeholder Engagement
Fundraising Strategy
Training & Development
Community Outreach

Political Campaign Management
Action Network
EveryAction
NGP VAN
VAN Integrations
NationBuilder
L2
Meta Business Manager
WordPress
Wix
Squarespace
Shopify
Basic HTML
Adobe Photoshop
Adobe Illustrator
Google Workspace