



# KATE CRAIG

— FRONT END DEVELOPER

## PROFILE

I am a Front End Developer based in Johnson City, Tennessee with over five years of experience building and managing websites. I bring a creative eye and a technical mind to every project. After years of creating WordPress sites and teaching myself HTML and CSS, I formalized and strengthened my command of those skills in 2025, expanding my toolkit to include JavaScript, Bootstrap, Python, SQL, and more. My background in political organizing and campaign management brings strong communication and project management skills to every team I join. I specialize in building mobile-friendly, accessible, SEO/AEO/GEO optimized websites that balance strong visual design with a seamless user experience (UX). I am actively seeking full-time front end development roles and I thrive in environments where the work is meaningful and community-focused.

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## <> SKILLS

- React.js
- PHP
- HTML5+CSS3
- JavaScript
- Python
- SQL
- Bootstrap
- Figma
- VS Code
- GitHub
- ChatGPT/Claude/Gemini
- Slack/Discord

## MORE SKILLS

- NotebookLM
- Photoshop/Lightroom
- Canva
- Final Cut Pro
- Riverside
- Buffer/Hootsuite
- Constant Contact/Mailchimp
- Public Speaking
- Writing/Editing
- Notion
- Teaching/Training
- Project Management

## PROFESSIONAL EXPERIENCE

### Kate Craig Consulting

MARCH 2025 - PRESENT

Front End Developer and Digital Marketing Consultant

- Designed and developed custom WordPress themes from scratch for seven clients, delivering mobile-friendly, accessible, SEO/AEO/GEO optimized websites tailored to each client's brand and goals.
- Managed an ongoing client relationship including site maintenance, content updates, new page design, and landing pages built for conferences and events.
- Produced and edited a client podcast and designed the accompanying website page to support audience engagement.
- Provided digital marketing services including social media management, email marketing, and graphic design for an ongoing client.
- Trained clients on Canva, Constant Contact, and Riverside to empower them to independently manage their digital marketing campaigns.

### McClaskey Excellence Institute

JULY 2022 - JULY 2025

Director of Marketing & Customer Relations

- Managed and maintained the organization's WordPress website, designing new pages, building event landing pages, and editing content to keep the site current and engaging.
- Contributed to a 36% increase in page visits over three years through consistent website improvements and integrated digital marketing efforts.
- Designed marketing materials including flyers and printed collateral using Canva, maintaining brand consistency across all channels.
- Created and sent marketing emails for events, achieving an average open rate of 35%.
- Created content and managed social media channels to support audience growth and event promotion.
- Edited client testimonials and marketing videos to support promotional campaigns.
- Delivered consistent results that led to an ongoing consulting relationship through Kate Craig Consulting.

## EDUCATION

### American University

- Master of Public Administration
- Women, Policy, and Political Leadership Graduate Certificate
- Campaign Management Institute
- WeLEAD Graduate

### East Tennessee State University

- Bachelor of Political Science
- Leadership Studies Minor

## CERTIFICATES

2025 - 2026

### SheCodes

- HTML+CSS, JavaScript, Python, React.js, Bootstrap

2025 - Present

### DataCamp

- Python, SQL, Building AI Agents

## SUCCESS STORIES

- **Selected** to be a 2026 TEDx Johnson City Speaker
- **Moved** the needle 7 points and raised \$105K+ in my 2022 TN State Senate campaign
- **Completed** the NaNoWriMo challenge 4 times and have written 8 books.
- **Launched** 3 businesses: Digital Marketing, Political Consulting, and Photography

### Harvesting Democracy PAC and Consulting LLC APRIL 2023 - PRESENT Founder *(Consulting LLC closed December 2024)*

- Designed, developed, and managed custom WordPress websites for both the PAC and the LLC, ensuring each site was mobile-friendly, accessible, and optimized for SEO/AEO/GEO.
- Served as Campaign Manager for Jane George's Congressional District 2 campaign and Fundraising Consultant for Karen Reynolds' TN State Senate District 22 campaign.
- Trained candidates, campaign staff, and nonprofits on rural organizing strategies, campaign management, and effective messaging.
- Led weekly strategic sessions for 16 PAC-endorsed candidates, providing ongoing consulting and support throughout their campaigns.
- Managed PAC fundraising, social media, and email marketing to support endorsed candidates.

### Independent Political Consultant APRIL 2021 - APRIL 2023

- Provided political consulting, campaign strategy, and organizing support to candidates and organizations across Tennessee.

### TN State Senate D3 Campaign APRIL 2022 - NOVEMBER 2022 Candidate

- Designed and developed the campaign's WordPress website, optimized for easy navigation by voters, volunteers, and donors.
- Closed a 7 point gap on election day and raised \$105K+ over 7 months through strategic fundraising and grassroots donor outreach.
- Wrote and executed a comprehensive campaign plan targeting key voters and meeting fundraising goals.
- Designed all print materials in Canva, managed social media content, and hired and managed 3 part-time staff and 20 paid canvassers.

### Washington County Democratic Party MARCH 2017 - May 2021 Chair

- Oversaw the hiring and project management of a freelance developer to design and launch the party website, then managed and maintained the site independently with near-weekly updates including events, blog posts, and election and candidate content.
- Grew social media engagement by over 300% and increased fundraising by over 1,000% over a 4-year period through targeted content creation, donor outreach, and grassroots fundraising efforts.
- Recruited candidates to run for office, resulting in the first Democrat elected to the Washington County Commission.
- Developed and taught a campaign training program that trained 30 candidates and campaign staff.
- Recruited over 120 volunteers for direct voter contact efforts in 2018 and 2020.
- Hired and managed 5 interns, training them on voter database management, messaging, and campaign operations.

## BOARDS

- Tennessee Equality Project (2024 - Present)
- Create Appalachia (2012 - 2013 and 2018 - 2019)

## REFERENCES

### David Nelson

FoundersForge  
Director

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### David McClaskey

McClaskey Excellence Institute  
President

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