

## JASON LANGSNER

jason.langsner@gmail.com | 267.972.6429 | 315 12<sup>th</sup> Street NE #100 | Washington, DC 20002

### WORK EXPERIENCE

#### **Business-Industry Political Action Committee (BIPAC)**

Vice President, Enterprise Services (11/14 – Present)

- Oversee marketing, communications, product development, IT, and the innovation strategy for the 53 year old political business organization
- Building a new open source grassroots advocacy platform to drive the political and public policy objectives of BIPAC's 300 corporate and association members
- Serving as a member of the organization's Senior Staff to provide overall direction for the business strategic and fiscal priorities

Director, New Media and Communications (2/14 – 11/14)

- Matured online communities by ten-fold and gained national media attention for a successful roll-out of a nationwide employee voter registration program

#### **B'nai B'rith International**

Digital Media Specialist (6/12 – 2/14)

- Developed and drove the digital strategy for the largest and most historic Jewish human rights and advocacy organization in the United States
- Generated a seventeen-fold increase in social media followers and a 6% increase in online fundraising/programmatic revenue

#### **TechAmerica / AeA (formerly the American Electronics Association)**

Vice President, Marketing (12/09 – 6/12)

- Drove marketing strategy across all business verticals including producing nearly 100 pages of content in Forbes, Fortune, and The Washington Post
- Built and managed the social and new media strategy from the ground-up
- Assisted in successful state, federal, and international lobbying efforts; sales campaigns; PR; public sector; and over 750 business development programs

Director, Internet Communications (12/06 – 12/09)

- Owned the overall online public image of the association through our website, across the Internet, and leading the association's online grassroots strategy
- Oversaw 50+ online authors/editors spread through-out the U.S. and Europe

Manager, Internet Communications (6/04 – 12/06)

- Managed all of the public content on the association's website
- Recruited to join the team after serving as a 2013 intern

### EDUCATION

#### **GEORGETOWN UNIVERSITY, Washington, DC**

Masters of Arts Degree, Graduated Magna Cum Laude: December 2008

Discipline: Communication, Culture & Technology

#### **THE UNIVERSITY OF OXFORD, Oxfordshire, England**

Georgetown Study Abroad, Corpus Christi College, Program Concluded: August 2008

Discipline: International Business Management

#### **LA SALLE UNIVERSITY, Philadelphia, PA**

Bachelor of Arts Degree, Graduated Cum Laude: May 2004

Major: Digital Arts and Multimedia Design || Concentration: IT || Minor: English

#### **AMERICAN UNIVERSITY, Washington, DC**

The Washington Semester, Program Concluded: May 2003

Discipline: Information Technology and Telecommunications Policy

## **HONORS & ACTIVITIES**

### **Israel Hasbara and Jewish Organization Support**

Serving as a National Vice Chairman of New Leadership for The Development Corporation of Israel (e.g. Israel Bonds) & Chairman of the DC New Leadership Chapter

Participated as an Israel Diplomacy Fellow at the Embassy of Israel in Washington, DC

Volunteer on the B'nai B'rith International Board Advisory Marketing Committee

Featured in the Washington Jewish Week "You Should Know" column

Blogger for the popular Times of Israel newspaper

Opinion contributor on U.S.-Israel Affairs for the Newsmax media company

Multiple op-eds and articles published in local, national, and international publications

Fostered participation, volunteerism, and donations as Communications Chair of *The Network* – the business networking arm of the Jewish Federation of Greater Washington

Co-founded a mentoring program in 2010 that connects young Jewish professionals with established Jewish professionals in the DC Metropolitan Region

Served on the Young Leadership Board of Directors for the Jewish Federation

Staff member of a Taglit-Birthright Israel trip for 50 young Jewish professionals

### **Georgetown University**

Served as the Executive Vice President of Membership and Communications for the regional chapter of the alumni association – serving 40,000+ alumni in DC, MD, and VA.

Mentored six students in the 2012 Georgetown Hackathon (3<sup>rd</sup> place winner).

Developed a new media technology communications strategy for the Ritz-Carlton Hotel Company through a consulting opportunity and launched an internship program that partnered with Georgetown University students

Georgetown's student speaker at the 2008 UNIVERSUM Diversity Collegiate Conference and referenced in The Washington Post as being a "Super Grad"

### **Organization of American States (OAS) Youth Symposium on Empowering the Future Leaders of the Americas**

One of five student speakers from the Western Hemisphere selected to speak before the Permanent Council of OAS, made up of Ambassadors from 34 countries.

### **UN Youth, Innovation, and Development: A Global Perspective Summit**

Selected as a youth leader to participate at United Nations/World Bank programs discussing issues of global youth entrepreneurship for development in 2007 and 2008

### **La Salle University**

Serving on the executive committee of the DC alumni association (2007 – Present)

## **SKILLS**

Published author (Washington Post, Roll Call, etc), quoted in Bloomberg BusinessWeek, featured speaker/panelist at multiple conferences, graphic/layout design & web development, Microsoft Office, new & social media, photography, SEO, HTML, Adobe Creative Suite, and video editing.