

# ANDREW CULLEN

Political Consulting | Digital Media | Project Management | Strategy  
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## PROFILE

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Senior political strategist and digital director with 12 years of experience at Storefront Political Media, managing high-stakes campaigns across California and beyond. Deep expertise in paid digital media buying and targeting, full digital program management, and message and narrative strategy. Has overseen multi-million-dollar paid media budgets, built statewide digital programs reaching tens of millions of voters, and delivered wins at every level — from city council to congressional races to landmark statewide ballot initiatives. Equally effective as an embedded senior embedded, a hands-on digital director, or an efficient project manager.

## EXPERIENCE

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### Senior Strategist & Digital Director | [Storefront Political Media](#) | 2014 – Present

Led digital strategy, paid media, and communications across dozens of candidate campaigns, statewide ballot initiatives, union efforts, and advocacy organizations. Managed multi-million-dollar paid media budgets and built digital programs reaching tens of millions of voters across California.

### Matt Mahan for Governor | 2025 — Campaign Launch — Digital Director & Strategist

- Built the campaign's digital infrastructure from the ground up: website, CRM for fundraising, and full paid media program.
- Created and deployed high-velocity social media ad campaigns with a focus on fast-paced, high-impact digital creative.
- Oversaw a team of graphic designers, video editors, and web developers to produce all campaign digital assets.
- Managed mass texting campaigns reaching 1.3 million highly targeted California voters.
- Led design, layout, and digital publication of the campaign's first five major policy rollouts.
- Produced engagement-driving tools including a petition to pause California's gas tax, generating significant list growth.
- Firm transitioned the campaign to new consultants after the launch phase; Mahan for Governor remains an active 2026 race.
- Worked on Mahan's successful San Jose City Council Race, and two subsequent campaigns for Mayor.

### Yes on Prop 36 — Public Safety, Drug Reform & Homelessness Initiative | 2024 — Statewide Campaign

- Built the digital program for the Democratic coalition side of Yes on Prop 36, California's landmark public safety, drug reform and homelessness measure.
- Created and deployed all digital advertising; contributed to messaging and policy materials.
- Prop 36 passed in every single county in California with 67% of the vote statewide — one of the largest margins for a major statewide initiative in recent history.

### Sam Liccardo for Congress (CA-16) | 2023 – 2024 — Primary Campaign — Digital Director

- Managed all digital media operations through a successful primary campaign; Liccardo is currently a sitting Member of Congress.
- Built and maintained the campaign website; supported policy rollout deployment and digital communications.
- Served as producer on multiple TV ad spots — producer credit available in portfolio.
- Created and executed direct mail and digital targeting programs reaching approximately 150,000 highly targeted voters in Santa Clara County.
- Set up and managed fundraising CRM infrastructure.
- Previously worked on Liccardo's successful campaign for Mayor of San Jose.

## **San Jose City Council — Districts 2, 6 & 10 | 2023 – 2024 — General Consultant & Lead Strategist**

- Served as general consultant, lead strategist, and digital director for three simultaneous city council campaigns — George Casey (District 10), Michael Mulcahy (District 6), and Joe Lopez (District 2) — running all three concurrently, each a full-time engagement on its own.
- Won 2 of 3 races while managing all three campaigns concurrently.
- Set campaign budgets, developed strategy, and guided overall campaign direction for each candidate.
- Wrote and managed direct mail programs for all three campaigns.
- Created, deployed, and managed digital advertising programs across all three races simultaneously.
- Worked directly with candidates and their campaign managers on strategy, messaging, and day-to-day decision-making.
- Coordinated and guided volunteer teams on door-knocking, phone banking, and field operations.

## **Our Neighborhood Voices | 2022 – 2024 — Statewide Advocacy Coalition — Digital Strategist**

- Built a dispersed statewide coalition into a functioning political movement capable of qualifying and deploying a citizen-led ballot initiative — meaning voters, not the legislature, would place the measure on the ballot. Effort paused after a Secretary of State ballot statement introduced an untenable provision.
- Supported ongoing digital communications, audience engagement, and coalition-building efforts across California, reaching millions of targeted voters statewide..

## **Additional Campaign Portfolio**

Over 12 years, has contributed to dozens of additional campaigns and organizations spanning city council, mayoral, supervisorial, state legislative, congressional, and ballot measure races across California, as well as union advocacy, housing initiatives, public safety measures, and community organizing efforts. Has managed paid media budgets in the millions of dollars and built programs reaching tens of millions of voters statewide. Full campaign inventory available upon request.

## **CORE COMPETENCIES & TECHNICAL EXPERTISE**

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**Strategy & Communications** Paid digital media buying & targeting · Message and narrative strategy · Full digital program management · Policy rollout and public affairs · Coalition and advocacy campaigns · TV and video production

**Social Media & Content Production** Reels-first short-form video strategy · Animated and motion graphic content · High-impact social ad creative · Viral content production and optimization · Podcast production and distribution · Full-stack capability: concept, production, and paid amplification · Meta Ads Manager · YouTube advertising · Google Ads · Platform-native content strategy across Instagram, Facebook, YouTube, TikTok, and X

**Web, Design & Creative** End-to-end website build and management · WordPress (extensive — ~100 sites built, no developer required) · Squarespace · Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) · Graphic design and creative direction · Video editing and oversight · Campaign collateral and event materials

**Data, Targeting & Voter Contact** NGP VAN · PDI · Voter file management and list segmentation · Data-driven audience building · Direct mail targeting · Mass SMS programs (Switchboard, GetThru) · Highly targeted voter outreach at scale

**Fundraising & CRM** ActBlue · Numero · Nationbuilder · Fundraising CRM setup and management · Online fundraising program development · Donor list management

**Emerging Technology** Fluent in AI tools (Claude, ChatGPT) applied to campaign strategy, content production, research, and workflow acceleration · Strong working knowledge of capabilities and limitations across current AI systems · Committed to expanding technical repertoire as the landscape evolves

## **EDUCATION**

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**Bachelor of Arts** | San Francisco State University, 2014

**Editor in Chief** | Golden Gate Xpress, San Francisco State University

## **PORTFOLIO**

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Work samples — including TV ad producer credits, digital ad creative, website builds, and campaign collateral — are available at: [AndrewCullenConsulting.com](https://andrewcullenconsulting.com)