

# Campaign to Community

## Adapting Your Resume for State & Local Government Roles

Your campaign experience is gold – you've got exactly what state and local governments need. Here are tips to make your resume resonate.

### 1

#### Skip the jargon, tell your story

Hiring managers do not necessarily know the jargon of campaign work (ex: "GOTV," "canvass," "turf"). Help them see your value by translating your role.

Don't just list metrics – explain the impact of your work on the public. Describe how you managed volunteers, trained teams, and delivered under pressure. Your skills in coordinating complex events, handling crisis communications, and driving strategic initiatives are valuable for government roles that require interfacing with the public and achieving policy outcomes.

Skip political wins and explicit partisan language in favor of personal accomplishments that tell a story about what you're capable of delivering.

Examples:

- ➔ Instead of "Field Organizer," try **"Built and led a 200-person volunteer team to educate and persuade voters"**
- ➔ Rather than "Ran successful outreach program," highlight **"Increased community engagement by 40% through targeted outreach initiatives"**
- ➔ Turn "Managed campaign office" into **"Coordinated daily operations of a 30-person team while managing \$100K quarterly budget"**

### 2

#### Lead with transferable skills

You've mastered what local government needs – now make it front and center. Lead with transferable skills like:

- Building and driving teams to hit ambitious targets
- Rapidly hiring and onboarding staff in dynamic settings
- Turning data into action and tracking what works
- Coordinating effective outreach that gets communities engaged and excited
- Planning and executing high-impact events and trainings

### 3

#### Your fast-paced background is your edge

Campaign intensity prepared you perfectly for government work:

- **Scale:** Show how you grew programs under tight deadlines and budget pressures
- **Adapt:** Highlight your ability to pivot and juggle priorities
- **Deliver:** Emphasize your success in high-stakes situations

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### 4

#### Use mission-driven language

Replace partisan or campaign-specific terms with neutral, community-focused language.

**Example:** Instead of "Managed successful GOTV campaign," try "Coordinated 50-person street team to reach 10,000 residents" or "Designed and executed citywide door-to-door outreach program."

### 5

#### Share your why

Connect the values that motivated your previous roles to local service. Show how your drive for impact matches what communities need.

A faded, grayscale image of a city skyline with various buildings and trees, serving as a background for the bottom half of the page.

**Your unique path to public service sets you apart.  
Ready to make a difference in your community?**



**EXPLORE OPPORTUNITIES IN STATE AND LOCAL GOVERNMENT**



**APPLY NOW**