April Thomas (she/they)
Oakland, CA

Digital and campaign strategist with 15+ years of experience turning complex research and policy issues into campaigns that move decision-makers, including a current national campaign urging states to replicate a new California clean-truck law. Experience across political campaigns, a big-city mayor's office, a national advocacy organization and global coalitions. Own paid media strategy and budgets, direct agencies and vendors on projects up to $150K, and use AI tools to build reporting that shows what's working.

Professional Experience
Digital Strategy and Communications Consultant, 2021–present
Clients include Lead the Charge, Idle Giants, Alphabet Workers Union-CWA and UNITE HERE Local 25

Lead the Charge (global coalition for clean, equitable auto supply chains)

- Led digital strategy for the annual Lead the Charge Leaderboard, which ranks 18 global automakers on 80+ supply chain indicators, across three annual launches (2024–2026).
- Owned paid media strategy and a $40K three-year ads budget, concentrating spend on LinkedIn to reach automaker executives and industry decision-makers, with Meta and Google campaigns building consumer pressure.
- Grew Lead the Charge's LinkedIn audience from zero to nearly 1,500 followers, two-thirds of them high-level campaign targets.
- Translated dense technical reports into newsletter and social content for industry, investor and policy audiences.
- Built repeatable, AI-assisted performance reporting to measure campaign results and adjust strategy.

Idle Giants (international campaign to electrify freight trucking)

- Designed paid media and organic social campaigns supporting the campaign's legislative and policy priorities.
- Ran social video and graphics advocating for California's SB 1213, signed into law in 2026 with unanimous legislative support, which ties state truck incentives to manufacturer price transparency.

Other clients

- Managed social media for Alphabet Workers Union-CWA, the union of Google and Alphabet workers and contractors, during a period of rapid growth in national visibility.
- Ran social media and ads strategy for Bazaar Workers (UNITE HERE Local 25), helping win voluntary union recognition from José Andrés.

Deputy Press Secretary, Equity and Environmental Justice, Sierra Club, 2017–2021

- Advocated internally for years for the Sierra Club's public reckoning with founder John Muir's legacy, then led development of the organization's position and communications through a high-scrutiny moment for a 125-year-old institution.
- Led media strategy for the 2020 Youth Climate Strike.
- Designed and delivered organization-wide training on equity and environmental justice for 700+ national and chapter staff and a volunteer network of tens of thousands.

Communications Director, Carroll Fife for Oakland City Council, 2020

- Directed communications for a winning challenge to a two-term incumbent, managing a $50K paid media budget, direct mail, vendors and a large volunteer team.

Communications Director, Moms for Housing, 2019–2020

- Managed media relations and social strategy for a housing campaign by unhoused mothers in Oakland that drew international attention and helped popularize the message "housing is a human right."
- Fielded a surge of inbound press for a small, volunteer-led campaign, resulting in coverage in the New York Times, The Lily (Washington Post), Vogue and an NBC documentary.

Associate Press Secretary, Beyond Coal, Sierra Club, 2015–2017

- Ran press and organizing for the campaign that led Portland General Electric to suspend two proposed gas units in Oregon, Carty 2 and 3 (900 MW, about $900 million), in 2017, as the utility turned to renewables.
- Led media strategy for the campaign to stop a coal export terminal in Oakland, testifying at City Council meetings and speaking on local TV through the council's 2016 vote to ban coal handling.

Earlier experience: Communications Manager, Office of Seattle Mayor Mike McGinn

- Worked on the mayor's campaign, then served in the mayor's communications office, managing the multi-year rollout of the administration's police reform policy.

Skills

- **Agency and vendor management:** Directed agencies and vendors on projects up to $150K, including polling and focus groups, campaign branding and strategy, video production, design, direct mail and paid media buying. Set briefs, scopes, budgets and timelines.
- **Paid media:** Managed ad buys of up to $50K across LinkedIn, Google, YouTube and Meta, plus TV and radio.
- **Reporting:** Campaign performance reporting in spreadsheets and dashboards; AI-assisted reporting workflows.
- **Media training:** Prepared community leaders, youth organizers and other first-time spokespeople for interviews with reporters.
- **Media relations:** Pitching that has landed stories in the New York Times, Washington Post and other major U.S. outlets.
- **Creative:** Graphic design and video editing for social content; speechwriting and video scripts; grant writing.

Education

B.A., Liberal Arts, Sarah Lawrence College