



**Cheryl Hori** is an award-winning digital strategist nationally-recognized for her work innovating targeting and messaging tactics, especially for diverse communities. In 2022, Congresswoman Grace Meng called her work: “The type of messaging that we have been waiting for.



Over the last decade, Cheryl has pioneered data-driven digital initiatives to increase AAPI, Hispanic/Latino, and African American cultural competency for Democrats. And in 2020, Cheryl was named one of the National Association of Asian Pacifics in Politics & Public Affairs “Top 40 Under 40” Political Strategists.

Cheryl has also trained hundreds of political activists, community leaders, and candidates in 15 states and counting. She is also a regular speaker at political and non-profit conferences as well as a frequent contributing writer to *Campaigns and Elections*, the preeminent “how-to” journal of politics, focused on the tools, tactics, and techniques of the political consulting profession.

Prior to founding Pacific Campaign House, Cheryl was the Deputy Digital Director for Priorities USA Action, the pro-Hillary Clinton Super PAC. With a digital budget of \$42 million spread across 4,800 pieces of creative, Cheryl managed creative teams in what was the largest political digital program in electoral history.