

Liz Smalley

(b)(6)

WORK EXPERIENCE

STATE OF MINNESOTA COVID-19 RESPONSE

Jan. 2021 — Present

Deputy Director of Vaccine Communications — St. Paul, MN

- Plan and execute targeted communications strategies to highlight progress, build public confidence and promote widespread, equitable engagement in the largest-scale vaccination effort in Minnesota history
- Develop framing and key messages for state's vaccine rollout, including talking points for briefings and press events held by the Governor, Lieutenant Governor and Department of Health Commissioner
- Identify opportunities to elevate state's vaccination efforts and messengers in media outlets statewide
- Manage development of wide-ranging communication materials for general public, state agencies, stakeholders and outreach teams, including press releases, fact sheets, newsletters, web content, social media
- Review and edit all other drafted vaccine rollout materials to ensure consistent messaging and effective information-sharing across internal and external communications

OFFICE OF U.S. SENATOR AMY KLOBUCHAR

April 2020 — Dec. 2020

Communications Advisor — Minneapolis, MN

- Organized in-state earned media events; coordinated with legislative staff and outreach department to highlight the Senator's legislative agenda and secure favorable coverage in all markets across Minnesota
- Pitched, booked and prepared briefing materials for local print, radio and television interviews
- Advanced and staffed interviews with the Senator in-state and at the U.S. Capitol
- Managed relationships with in-state reporters and editors; responded to state and national media requests
- Drafted communications materials, including press releases, statements, talking points, social media

AMY FOR AMERICA

Sept. 2019 — March 2020

Chief of Staff of Communications and Digital — Minneapolis, MN

- Created and implemented organizational structure and systems for national communications and digital department of nearly 30 staff; led waves of team expansion with hiring, onboarding and integration
- Managed inter-departmental priorities and calendaring for communications, digital, political and research
- Directly supervised assistant and associate-level staff; coordinated media monitoring department activity
- Coordinated with marketing team and suppliers, overseeing multiple rollouts of official campaign merchandise

AMY FOR AMERICA

Feb. 2019 — Sept. 2019

Communications Manager & Press Assistant — Minneapolis, MN

- Oversaw the distribution of communications materials, including all press releases and advisories; drafted and posted content on the Senator's Twitter, Facebook and Instagram accounts
- Wrote interview briefs for state and national TV, radio, newspaper and editorial board interviews
- Advanced and organized press events for the Senator and campaign surrogates
- Managed responses to inquiries and interview requests from media outlets

TAMMY BALDWIN FOR SENATE

Jan. 2018 — Nov. 2018

Research Associate — Madison, WI

- Created backup documents to support claims made in television, digital and mail advertising
- Developed research documents analyzing opposing candidate's policy positions and background for pitches to reporters and rapid response by the campaign's communications team
- Managed fifteen research interns, assigning and overseeing legislative research and vetting projects

EDUCATION

UNIVERSITY OF WISCONSIN-MADISON

B.A. in Communication Arts and Economics (*Double Major, Graduated with Distinction*)

Lorraine A. and W. Dwight Stone Merit Scholarship in Economics (2015, 2017)