

## Contact

[www.linkedin.com/in/acevedoliza](https://www.linkedin.com/in/acevedoliza)  
(LinkedIn)

## Top Skills

Social Networking  
Microsoft Office  
Data Analysis

## Languages

Spanish (Professional Working)  
English (Native or Bilingual)

# Liza Acevedo

Director of Communications to the Second Gentleman  
Washington, District of Columbia, United States

## Experience

### The White House

Director of Communications to the Second Gentleman  
July 2022 - Present (1 year 2 months)  
Washington, District of Columbia, United States

### U.S. Department of Homeland Security

Deputy Press Secretary  
April 2021 - July 2022 (1 year 4 months)

### SKDK

Director  
March 2020 - April 2021 (1 year 2 months)  
Washington, District of Columbia, United States

### Biden-Harris Presidential Transition

Volunteer Staff  
October 2020 - January 2021 (4 months)

### Julián Castro for President

Press Secretary & Deputy National Press Secretary  
July 2019 - January 2020 (7 months)  
San Antonio, Texas Area

Press Secretary for Erica Castro and Deputy National Press Secretary for Julián Castro

- Crafted a "People First" campaign message focused on helping the working poor and working class
- Pitched interviews and briefed Secretary Castro for interviews with national and local reporters
- Assisted the policy and digital teams on press strategies and rollouts related to policy announcements
- Drafted speeches, press releases, and media advisories, and traveled with the candidate to events

- Worked with activists, influencers and volunteers to deliver Secretary's message to the public

Speaker of the New Jersey General Assembly  
Spokesperson & Strategic Communications Adviser  
September 2018 - July 2019 (11 months)

Trenton, New Jersey

- Served as the official spokesperson for the Speaker of the New Jersey General Assembly
- Crafted statements, speeches, talking points and social media messages for the Speaker
- Met with various stakeholders and members of the press to publicly highlight the Speaker's agenda

State of New Jersey  
Deputy Press Secretary  
January 2018 - September 2018 (9 months)

Trenton, New Jersey

- Served as a spokeswoman on behalf of the Governor and First Lady
- Organized press conferences and effectively communicated the Governor's message to the media
- Pitched stories to the media and worked with various agencies to respond to press inquiries
- Developed a communications plan and outlined a policy agenda for the First Lady of New Jersey
- Drafted speeches, talking points, statements and social media messages for the Governor and First Lady

New York State Senate  
Director of Communications  
July 2015 - December 2017 (2 years 6 months)

Greater New York City Area

- Managing communications including creating long and short term communication strategies
- Handling press inquiries and acting as a spokeswoman with regard to the Senator
- Managing the schedule and attending events on the Senator's behalf
- Coordinating effective social media strategies and overseeing all social media accounts

- Composing briefings, press releases, journal ads, memos and letters of support
- Maintaining relationships and interacting with the press

Hillary for America  
Technical Sourcing Intern  
May 2015 - July 2015 (3 months)  
Brooklyn, New York

Wheaton College Budget Office  
Budgeting and Planning Assistant  
September 2012 - December 2014 (2 years 4 months)  
Wheaton College

U.S. House of Representatives  
Congressional Intern  
April 2014 - August 2014 (5 months)  
Greater New York City Area

Business Outreach Center Network  
Research Intern  
May 2013 - August 2013 (4 months)

Brooklyn Cyclones  
Human Resources Intern  
September 2010 - August 2012 (2 years)

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## Education

Wheaton College (MA)  
Bachelor of Arts (B.A.), Economics · (2011 - 2015)