

JOHN RIZZO

(b)(6)

Top communicator with experience messaging on a wide-range of complex policy and political dynamics. A brand and political strategist with a record of results in the toughest electoral environments and most competitive media markets. A producer who provides tangible, measurable benefits.

EXPERIENCE

U.S. Senator Bob Casey (D-PA)

Director of Communications July 2014-present

Press Secretary November 2011-July/2014

Staff Assistant March 2009-January 2010

Top communications advisor to U.S. Senator Bob Casey for all official and campaign-related matters; Deep expertise in messaging and brand strategy on domestic and foreign policy issues for member of the Senate Finance, HELP, Ag, Foreign Relations and Aging Committees; Proven manager of five individuals, including national and state Press Secretaries, Digital Communications Assistant and Research Manager.

- Successfully grew the Senator's earned media with profiles in major national and statewide publications, such as the *New York Times*, *Washington Post* and *Philadelphia Magazine* with headlines that included "*Bob Casey Was an Understated Senator. Then came Trump*" and "*How 'pro-gun' Bob Casey became an evangelist for gun control laws.*"
- Identified policy achievements that would message well during the Senator's re-election campaign, which resulted in the production of television advertisements and the re-election of a Democrat in a state President Trump won in 2016.
- Built out broad messaging campaigns that allowed the Senator to become a leader in the Senate on issues related to health care and children and families.
- Coordinated with the White House and Departments of Treasury, Health and Human Services and Labor, among others, on messaging surrounding key policies and high leverage media stories.
- As Communications Director, I managed a staff of five people over a period of nearly 7 years- the full communications team: Deputy Press Secretary, Pennsylvania Press Secretary, National Press Secretary and Digital Director. I also managed our Research Department, which consisted of one person. Two staff assistants were also detailed to do research work and I exercised management functions over them as well. Senator Casey's office used a "management team" structure which meant that I exercised managerial authorities over staffers I did not directly oversee. For example, before a Legislative Assistant could sign Senator Casey onto a piece of legislation, the Communications Director had to approve. I also had authority to instruct members of Senator Casey's legislative and state staffs to perform certain tasks, such as how to proceed on a

legislative or in-state matter. Additionally, Senator Casey's earned media events were set up by his Regional Managers. I oversaw those events and managed the staffers' work. Therefore, while my direct reports totaled 5 staffers, I exercised management functions over some 30 staff members. On budget matters, I would recommend salaries for the employees I directly managed. Our office did not have a portion of our total budget set aside for the communications department, although I worked within general parameters to set salaries for the staffers I managed and allocate funds across the communications department. In addition to setting salaries for the staffers I managed, I also conducted their annual performance reviews.

- As Press Secretary I directly managed the Deputy Press Secretary and consulted on the Deputy Press Secretary's salary and performance review.
- As Staff Assistant, I oversaw the intern program and managed the work of all the interns, which would include about 20 interns at certain times. The interns were unpaid and I therefore did not oversee a budget.

Bob Casey for Senate

Senior Advisor January 2017-November 2018

Traveling Press Secretary October 2012-November 2012

Key advisor and strategist to Senator Casey's top tier 2018 campaign in one of the nation's most fiercely contested battlegrounds.

- Contributed to paid, earned and digital media strategy as well as polling design.
- Worked collaboratively with campaign staff and political consultants to implement decisions.
- Played the role of opponent Representative Lou Barletta during extensive debate preparation process.
- As part of a campaign team, developed strategy to define Senator Casey's opponent and promote a closing statewide bus tour.
- As a Senior Advisor, I did not have any direct reports, but I would approve of all communications products, thereby exercising management functions over approximately 4 communications employees, 2 researchers and our team of digital consultants, which consisted of approximately 5 people. I did not consult on or oversee the communications department's budget.

U.S. Senator Charles E. Schumer (D-NY)

Deputy Communications Director August 2011-November 2011

Director of New Media December 2010-November 2011

Deputy Press Secretary January 2010-December 2010

Developed, launched and implemented Senator Schumer's digital media strategy; Served as primary liaison for niche digital media outlets; Served as lead Speechwriter and second ranking official on national press desk; Served as secondary press officer and spokesperson to New York state media.

- Crafted long-form speeches and talking points that were designed to lay out policy positions and generate earned media.
- Conceptualized and grew Senator Schumer's digital presence from non-existent to a dominant position among Democratic political figures, resulting in a national profile in *Politico*, "*Eric Cantor, Chuck Schumer tap Twitter to push agendas.*"
- Developed strategy to increase Senator Schumer's earned media presence by targeting niche digital outlets
- Maintained and increased Senator Schumer's earned media share in New York State during challenging 2010 re-election cycle.
- As deputy press secretary, I managed the press interns, which consisted of about 5 unpaid interns. I did not consult on or oversee budgets.

EDUCATION

Master of Professional Studies George Washington University

Completed studies in Political Management, May 2010

Bachelor of Science, University of Scranton

Completed studies in Political Science, August 2008