

## WORK EXPERIENCE

---

### Purple Strategies

April 2021-Present

#### *Director*

Responsible for managing integrated campaign teams across three core clients to impact policy outcomes and domestic and global product markets.

- As a campaign manager, worked closely with the polling and insights director, creative director, paid communication director, and supporting team to plan and execute more than \$20 million in paid communications advocating for investment in electric vehicle charging infrastructure, EV adoption and the clean energy infrastructure to support US domestic and global climate goals.
- Advised executive and senior leadership at Fortune 100 companies navigating reputational and regulatory challenges on executive thought leadership and earned media opportunities.

### Democratic Congressional Campaign Committee

August 2019-February 2021

#### *Communications Director*

Responsible for managing all aspects of the setup and day-to-day management of the communications team at a national party committee including: hiring, onboarding, and coaching staff; developing multi-year budgets; overseeing all aspects of long- and short-term communications planning, including crisis communication; advising the Chairwoman, Executive Director, and full senior staff on communications matters; and developing tested messaging that could be integrated across the organization and deployed across Democrats' full competitive battlefield, retaining the gavel for Speaker Pelosi.

- Took on the role of Communications Director and immediately began rebuilding a 15-person communications team; added 3 new positions to meet critical needs, hired 8 staff members in total, then transitioned from managing and coaching that team in person to running a fully virtual workplace for the final 8-months of the campaign cycle.
- Restructured the cross-departmental integration of AAPI, Black, and Latino Deputy National Press Secretaries to better position the DCCC, Frontline, and Red to Blue candidates to communicate with key communities of color.
- Worked directly with the DCCC's legal counsel, Executive Director, Deputy Executive Director of Operations, and Political Director to coordinate the DCCC's voting rights communications goals with its roughly \$15 million national legal strategy.
- Managed cross-departmental development and deployment of public-facing messaging site designed to comply with strict legal requirements and signal more than \$90 million in communication from the DCCC IE, in addition to more than \$150 million in communication by Democratic Super PACs.
- Developed budget for and implemented over \$400,000 in DCCC hard-side spending across more than 50 Congressional districts, amplifying Frontline Democrats' positive coverage and holding Republican targets accountable for their records.
- Worked with 7 polling firms to design, test, and implement House Democrats' competitive battlefield messaging, using qualitative survey research, in-person focus groups, online focus groups, and online messaging panels.
- Interviewed and hired outside vendors to support DCCC media training needs and, first of its kind, AAPI-language translation services to support outreach needs of Frontline Democrats.

- Reported to the Executive Director and served as a member of the DCCC's Senior Leadership Team.
- Worked directly with Speaker Pelosi and Democratic Leadership's political and communications teams to coordinate DCCC messaging with the agenda of the House Majority, the Biden campaign, and Democratic campaign committees.

### **Democratic Congressional Campaign Committee**

**January 2019-August 2019**

#### *National Press Secretary*

Responsible for serving as the DCCC's primary on-the-record spokesperson across television, radio, and print media, developing proactive press strategies to earn coverage for major DCCC initiatives, and cultivating and managing all national reporter relationships.

- Designed and implemented the public rollout of all major DCCC initiatives in 2019: DCCC Frontline program; DCCC offensive battlefield; DCCC:Texas; and the DCCC's \$30 million program to earn support from communities of color.
- Designed targeted, in-house paid communication campaigns to earn media and contrast Democrats' message with Republicans' agenda.
- Prepared Chairwoman Bustos for national print and cable TV interviews, shifting her brand from a rural Democrat representing Trump country to the Chairwoman of the DCCC, protecting a caucus with 30 Trump district Members.
- Served as DCCC communications lead for the NC-09 election fraud investigation, developing a local and national communications strategy that built the case for the Republican candidates' culpability, forcing the North Carolina State Board of Elections to call for a new election.
- Served as DCCC communications lead for the NC-09 special election, landing key opposition research against the Republican candidate in local press, then shaping positive coverage around the DCCC's involvement with national press that was already using the race as a barometer for 2020.

### **Democratic Congressional Campaign Committee**

**March 2017-January 2019**

#### *Regional Press Secretary*

Responsible for serving as the communications lead across races in five key states, including cultivating reporter relationships and advising Members of Congress, candidates, and campaign staff on how to optimize candidate fundraising opportunities, manage political risk, and define the narrative of targeted races as a member of the team that flipped 41 congressional districts, returned the House of Representatives to Democratic control, and secured the gavel for Speaker Pelosi.

- Drove coverage across 22 media markets in Texas, Florida, North Carolina, Arkansas, and Maine as on-the-record spokesperson and lead DCCC communications strategist in 13 Red to Blue races.
- Secured negative coverage of Republican opponents that served as the basis for more than \$15 million in paid advertising in some of the nation's most expensive media markets, including Miami, FL; Charlotte, NC; Houston, TX; and Dallas, TX;
- Lead prep for campaign launches, debates, local and national TV appearances, editorial boards, and meetings with political commentators in a region which, at its peak, contained over 60 candidates in 31 districts.

### **Progressive Change Campaign Committee**

**January 2017-March 2017**

#### *Perriello for Virginia Launch Tour Communications Advisor*

Responsible for building the communications strategy to support the critical first six weeks of a statewide campaign launch, prior to the campaign hiring staff, including the planning and execution of public facing events, reporter outreach, and materials and preparation for the candidate.

- Organized three statewide press swings: one in key communities of color across Southside and Southeast Virginia; one in Trump country across Appalachia and Western Virginia; and one introducing the candidate to key Democratic communities in Northern Virginia.
- Managed rapid response to generate media attention around key local and national issues, including Trump's Muslim ban and opposition to the Atlantic Coastal Pipeline in Virginia.

### **Deborah Ross for US Senate**

**April 2016-November 2016**

#### *Press Secretary*

Primary on-the-record spokesperson for top-tier U.S. Senate race across television, radio, and print media, responsible for developing proactive press tactics to reflect the campaign's strategic goals, building and maintaining local and national reporter relationships, and handling key rapid response needs.

- Landed positive and negative coverage that served as the basis of more than \$10 million in candidate communication and more than \$26 million in Super PAC communication.
- Managed earned media attacks around the core Republican negative messaging track: our candidates' vote history with regards to the state sex offender registry.
- Wrote speeches, talking points, press releases, and briefing memos for the candidate.

### **U.S. Representative Diana DeGette**

**January 2015-April 2016**

#### *Deputy Communications & Digital Director*

Responsible for supporting the communications strategy for a veteran lawmaker, including managing all digital media and standing in for the communications director as needed.

- Grew mature digital platform following by more than 12% in one year through organic engagement.
- Served as primary spokesperson for Rep. DeGette during the passage of the 21<sup>st</sup> Century Cures Act, working with Democratic and Republican Energy and Commerce staff to secure a key bipartisan win.

### **U.S. Representative Raul Ruiz**

**June 2014-December 2014**

#### *Deputy Press Secretary*

Responsible for supporting the communications strategy for a Frontline Democrat

- Wrote speeches, talking points, press releases, and ran social media across platforms for Frontline Democrat.
- Organized a district work period press tour of the Palm Desert VA Medical Center, earning local TV and print coverage

### **White House Office of Legislative Affairs**

**August 2012-December 2012**

#### *Intern*

Supported President Obama's legislative agenda in the closing months of his first term.

- Aided Legislative Assistants, SAPs and a DAP by tracking votes, drafting memos, and responding to political requests.

## **EDUCATION**

---

<b>Williams College</b> , Williamstown, MA	Bachelor of Arts – Political Economy (2014)
<b>Columbia University   Jewish Theological Seminary</b> , New York, NY	<i>Transferred after freshman year</i>
<b>National Outdoor Leadership School</b> Lander, Wyoming	Semester Leadership Training (Fall 2009)