

Jessica Marcella, MPA

(b)(6)

Education and Academic Experience:

Stanford University *Bachelor of Arts* in Human Biology with an area of concentration in Adolescent Social, Psychological, and Biological Development: Stanford, CA June 2002
Leadership:
Tridelta Sorority Inc. Risk Management Chairwoman 2000

George Washington University *Master of Public Administration* with an area of concentration in Non-Profit Management: Washington, DC December 2007

Work Experience:

National Family Planning & Reproductive Health Association: Washington, DC June '13-Present
Vice President, Advocacy & Communications: July 2016-present
Senior Director, Policy & Advocacy: 2014-2016
Senior Director, Federal Affairs: 2013

- Oversees NFPRHA's government affairs and communications teams, including budget development and management, personnel management, and strategy development and execution
- Develops, recommends, and implements legislative, regulatory, and policy strategies relevant to NFPRHA's membership, with a focus on protecting and expanding federal funding for family planning services and maintaining a robust, high-quality service delivery system.
- Directs and coordinates the association's marketing, communications, and media relations efforts, including identifying key messages and audiences, ensuring messaging consistency across products and platforms, and leveraging earned and digital media to elevate the association's profile
- Represents NFPRHA in provider/professional association groups; family planning and reproductive health coalitions; and prevention coalitions; as well as among industry partners and other key external stakeholders
- Sets priorities for and conducts policy research to ensure NFPRHA tracks trends and future challenges that impact the family planning environment
- Identifies opportunities to expand and leverage coalitions, allies, and stakeholders

The Glover Park Group: Washington, DC June '10-June '13
Vice President, Government Affairs: 2013
Director, Government Affairs: 2010-2012

- Specialized in government affairs, strategic planning and public policy for the firm's health care clients
- Oversaw strategic counsel and plan execution for three of GPG's health care accounts
- Developed and guided execution of integrated advocacy and communications campaigns including lobbying, paid media, political advocacy and public affairs
- Fostered and maintained relationships with the Administration, Members of Congress and their staffs, reporters, and other key opinion leaders in health care
- Drafted policy proposals, issue briefs, white papers, and messaging guidance for various client audiences
- Served as a member of GPG's PAC Board and provides counsel/input on GPG PAC activities including planning, recruitment, and disbursement of funds

The National Campaign to Prevent Teen and Unplanned Pregnancy: Washington, DC October '06-June '10
Assistant Director, Public Policy: 2010
Senior Manager of Public Policy: 2008-2009
Manager, Public Policy, Religion, and Public Values: 2006-2008

- Developed the National's Campaign strategic plan for health reform implementation and annual policy agendas
- Managed Congressional outreach efforts including lobbying activities
- Drafted policy proposals and issue briefs with a specific focus on health reform implementation and racial and ethnic disparities in teen and unplanned pregnancy
- Prepared testimony, talking points, and PowerPoint presentations
- Provided public education and technical assistance to Congressional offices
- Organized briefings, forums, and meetings for local and national organizations
- Tracked pertinent legislation through House and Senate proceedings
- Created and maintained partnerships with federal elected officials and policymakers
- Oversaw relevant compliance guidelines related to lobbying
- Managed a federal grant project that focuses on healthy relationships for teens

U.S. House of Representatives – Congressman Al Green (TX-09):

Washington, DC

Senior Legislative Assistant:

January '05 – October '06

- Oversaw appropriations submissions and management (*FY07- all appropriations*) (*FY06 –Labor HHS, SSJC, Interior, and Energy & Water*)
- Handled all legislative preparation for the Member’s assignment on the House Science Committee
- Prepared legislative analysis for any bills pertaining to health care, education, judiciary, environment, transportation, energy, and commerce
- Drafted legislative proposals, vote recommendations, memorandums, “Dear Colleague” letters, and floor speeches
- Tracked House floor proceedings as well as committee hearings and mark-ups
- Organized both Hill and district-oriented events including: staff briefings, town hall meetings, and health fairs
- Conducted meetings with local and national organizations regarding the aforementioned issues and appropriations requests

U.S. House of Representatives – Congressman Robert A. Brady (PA-01):

Washington, DC

Legislative Aide: 2003-2005

September '02 – January '05

Legislative Correspondent: 2003

Staff Assistant: 2002-2003

- Prepared legislative analysis for any bills pertaining to foreign affairs, science, technology or any bills placed on the House floor suspension calendar
- Drafted legislative proposals, vote recommendations, memorandums, “Dear Colleague” letters, and floor speeches
- Tracked House floor proceedings as well as committee hearings
- Conducted meetings with local and national organizations regarding the aforementioned issues and appropriations requests
- Handled the Congressman’s scheduling in Washington, DC
- Drafted responses to constituent correspondences in addition to Congressional Record citations and support letters
- Directed the congressional intern program
- Assisted in the renovation and modernization of the Congressman’s website
- Conducted front office duties including mail/fax distribution, answering phones, and managing constituent services excluding district office casework
- Recorded and tracked constituent communications using Intranet Quorum
- Drafted Congressional Record citations and requested support letters

Skills, Proficiencies, Interests & Hobbies

Proficient in all Microsoft Office programs, SPSS, constituent management systems including IQ, Capital Corridor and Raiser’s Edge, Blackbaud, grassroots platforms including RallyCongress, and media monitoring platforms including Meltwater and Cision.

Congressional Black Associates – Member:

September '02 – October '06

Congressional Hispanic Staff Association – Member:

May '04 – October '06

Everybody Wins! – Reading Mentor:

October '04 – June '13

West Education Campus Parent, Staff & Community Organization (PSCO) Officer:

May '15 – May '17

Lowell School Parent Council (LPC) Representative:

September '18 - Present