

HAYLEY MATZ MEADVIN

(b)(6)

Precision Strategies, Washington, DC (December 2017– present)

Director (December 2018 - present)

Managing Principal (December 2017- December 2018)

- Member of senior management team, overseeing 15+ people on the communications team
- Provide communications strategy to national nonprofit and corporate clients, including Fortune 150 companies, to grow their brand, increase visibility, and improve reputation
- Lead national advocacy campaigns to persuade and engage target audiences through earned, social and paid media
- Provide crisis management counsel and create crisis management strategies

Chicago Public Schools, Chicago, IL (October 2015 – October 2016)

Chief Officer for Strategy and Communications

- Strategic counsel to CEO on all matters related to reputation, branding, and external and internal communication
- Managed 17 person team including press, social media, stakeholder outreach/engagement, graphic design, speechwriting and videography
- Created and managed a statewide advocacy campaign to fight for equal funding, as well as a proactive branding campaign to showcase the record progress and achievements occurring throughout Chicago Public Schools
- Oversaw rapid response and crisis communications for all 600+ individual CPS schools and the District
- Crafted and supervised CPS outreach and engagement strategy for the principals, teachers and parents

Edelman, New York, NY (January 2014 – September 2015)

Vice President, Public Affairs

- Provided campaign communications strategy to national organizations, foundations and global companies to grow their brand, disseminate their message and advocate a point of view
- Led multiple teams simultaneously, serving as the lead for national and international client accounts
- Worked with clients to enhance their presence in traditional and social media, through strategic digital platforms, paid digital advertising and by engaging key stakeholders

The White House, Office of the Vice President, Washington, DC (May 2013 – Sept. 2013)

Communications Director to Dr. Jill Biden

- Directed and implemented Dr. Biden's communications strategy for summer and fall
- Developed a social media strategy, including regular blogging and a new Twitter handle, to amplify Dr. Biden's brand and message
- Planned and implemented press events for two Vice Presidential trips abroad
- Wrote speeches and talking points for all events

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U.S. Small Business Administration, Washington, DC (June 2009 – May 2013)

Deputy Communications Director

Press Secretary

- Managed staff of 30 including press, marketing, website and strategic alliances
- National spokeswoman, worked with major news outlets and business publications
- Directed and implemented communications strategy including national and regional press, SBA and White House message inclusion, social media engagement and stakeholder outreach
- Led crisis communications response and strategy for SBA
- Extensive national travel with the Administrator to promote President Obama's economic agenda
- Served as senior advisor to the Administrator for communications and policy strategy

Congressional Joint Economic Committee, Washington, DC (August 2008 – May 2009)

Press Secretary

U.S. Senate Majority Leader Harry Reid, Washington, DC (March 2007- July 2008)

Media Events Planner

McCaskill for Missouri, St. Louis, MO (August 2006 - November 2006)

Deputy Communications Director

Education

The Pennsylvania State University, Dickinson School of Law, J.D.

Tulane University, B.A.