

TYLER A. CHERRY

(b) (6)

Professional Experience

JOE BIDEN-ARIZONA DEMOCRATIC PARTY COORDINATED CAMPAIGN Phoenix AZ (remote/virtual)

Director of Rapid Response and Spokesperson, August 2020 - November 2020

- Managed and implemented in-state communications plans in coordination with the Biden campaign DNC and AZ Democratic Party including rapid response message development long-term media strategy surrogate booking and TV and radio appearances as on-the-record spokesperson
- Generated over 100 media hits advancing Biden campaign's weekly messaging goals in online and print newspapers local TV and radio and constituency outlets through press calls reporter pitching TV and radio booking op-eds and LTEs and press releases and statements
- Staffed and prepared elected officials and national surrogates for over two dozen media opportunities via message development and media training

JOE BIDEN FOR PRESIDENT, Washington D.C.

External Communications Consultant July 2019 - August 2020

- Assisted *Biden for President's* communications research and policy teams with various projects including drafting press statements on behalf of Vice President Biden researching and fact-checking official policy plans and fact sheets and managing community engagement policy questionnaires process
- Helped senior Biden advisor with primary debate preparation including drafting and reviewing policy-based answers and opening/closing statements for Vice President Biden
- Coordinated messaging strategy for campaign's direct mail program in key primary states

SKDKNICKERBOCKER Washington D.C.

Director, Public Affairs - January 2020 - August 2020

Senior Associate, Public Affairs - January 2019 - December 2019

Associate, Public Affairs November 2017 - December 2018

- Crafted and executed strategic communications plans for over 35 political/campaign corporate non-profit advocacy and legal clients including earned paid and digital media strategy crisis communications litigation strategy media training and debate prep message development and event coordination
- Cultivated relationships and regularly corresponded with national state/local and trade/industry reporters and served as on-the-record spokesperson for media opportunities related to client needs and goals
- Drafted hundreds of communications documents including op-eds tough Q&A strategy memos talking points press releases media advisories and editorial board memos to support strategic communications plans
- As Director managed several (1-5) Senior Associates Associates and interns on a dozen client teams of varying sizes including delegating assignments providing regular feedback and participating in performance reviews
- Generated two new business leads drafted several new business proposals and won one new business client

MEDIA MATTERS FOR AMERICA Washington D.C.

Campaigns Associate March 2017 - November 2017

- Developed rapid-response and long-term campaign plans to promote media accountability in coordination with national advocacy partners including advertising boycott and misinformation accountability campaigns
- Created and curated all digital assets to support online organizing initiatives including email blasts petitions social media advertisements paid print advertisements and website content

Researcher September 2015 - March 2017

- Conducted in-depth research on a variety of media policy and political issues in a rapid response environment after identifying and synthesizing emerging media trends and misinformation in the news cycle
- Authored nearly 200 pieces of high-impact error-free content – including comprehensive blog posts fact-checks and other narrative-building content – that was cited by and influenced narratives in the national press and among Members of Congress

Education

UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA), (b) (6)

Bachelor of Arts Degree - Political Science Major Civic Engagement and Gender Studies Double Minor

College Honors Latin Honors *cum laude* Dean's Honor List

Other Experience and Activities

- Intern Center for American Progress June 2014 - January 2015 Washington D.C.
- Intern Congressman Henry Waxman December 2012 - June 2013 Los Angeles CA
- Intern CA State Senator Fran Pavley July 2012 - December 2012 Los Angeles CA