

Contact

www.linkedin.com/in/robertdonlyons (LinkedIn)

Top Skills

Social Networking
Speech Writing
Communication Skills

Languages

English (Native or Bilingual)
French (Elementary)
Spanish (Elementary)

Honors-Awards

Paul Harris Fellow

Publications

Public-Sector Unions Under Siege

Robert Lyons

Special Assistant, USDA Rural Business-Cooperative Service
Washington, District of Columbia, United States

Summary

I'm a dedicated public servant who is passionate about communication, leadership, and advocacy. Prior to my time with USDA's Rural Business-Cooperative Service, I served in a variety of administrative, communication, and organizing roles with the Ohio Democratic Party, the Biden for President Campaign, and AARP Advocates.

Experience

USDA Rural Development

Special Assistant - Rural Business-Cooperative Service
September 2021 - Present (1 year 11 months)
Washington, District of Columbia, United States

Confidential Assistant - Sept. 2021 to Jan. 2023
Special Assistant - Jan. 2023 to Current

Ohio Democratic Party

Field Organizer
July 2020 - November 2020 (5 months)
Canton, Ohio, United States

- Organized seven counties in northeast Ohio with a primary focus on Stark County (i.e. Canton)
- Ranked in the Top Five nationally for field organizing with volunteer shifts recruited and completed
- Processed close to 8,000 total volunteer shifts in phone banking, auto-dialer, and text banking
- Oversaw the management of three county level volunteer organizations and over 150 out-of-state volunteers with a dedicated focus on volunteer retention and satisfaction
- Engineered the statewide volunteer event sign-in system and developed best practices for text banking stations
- Managed a three-person fellowship program and conducted all training and goal-setting activities

- Trained three co-workers on campaign applications and basic field organizer responsibilities
- Developed the “JOEhio” social media campaign and associated branding

Biden for President

Field Organizer

June 2019 - June 2020 (1 year 1 month)

United States

- Worked in Iowa, North Carolina, South Carolina, Florida, Wisconsin, Georgia, and Oklahoma
- Organized three counties in Western Iowa where Joe won or over-performed compared to the rest of the state
- Worked closely with Latino communities in Iowa and African American communities in South Carolina
- Managed and monitored two deputy field organizers and over four campaign fellows
- Developed the “Meet an Organizer” virtual training series to educate volunteers on digital engagement efforts
- Contributed to decisive primary victories for the campaign in Charleston, SC, and Palm Beach, FL
- Coordinated, on average, 15 volunteers daily and participated in three major GOTV/Caucus efforts
- Designed unique digital initiatives to promote events and engage with voters/caucus-goers
- Served as the Office Manager for the West Central Iowa Regional Headquarters during the Iowa Caucus
- Planned and implemented multiple events ranging from potlucks to principal events and meet-and-greets

American University

Vice President of Communication for the Graduate Leadership Council

August 2018 - April 2019 (9 months)

Washington D.C. Metro Area

- Created and scheduled all social media posts across Facebook, Twitter, and Instagram
- Coordinated social media activities between all associated Graduate Student Councils (GSC) for a total of 18 managed pages across social media platforms
- Implemented weekly, monthly, and quarterly social media reports and set goal metrics for posts

- Redesigned the GLC's "Graduate Gazette" newsletter and grew subscriber base to over 4,000
- Grew the Click Rate and Open Rate for the newsletter from the low-10% range to over 30%
- Managed a \$15,000 rebranding contract over seven months that resulted in new logos for the GLC and associated GSCs along with a new shared website
- Designed an automated submission portal for student applicants seeking GLC grant money

AARP

Integrated Campaigns Intern

October 2017 - April 2019 (1 year 7 months)

Washington D.C. Metro Area

- Drafted social media content for national AARP channels: AARP Advocates (Audience: Facebook – 286K and Twitter – 47.5K) and Fraud Watch Network (Audience: Facebook - 131K)
- Worked to inform and activate seniors around issues such as Social Security, Medicare, Medicaid, the Affordable Care Act, and Elder Scams
- Analyzed data from Facebook and Twitter to highlight posting insights and strategy options and created weekly, monthly, quarterly, and yearly reports
- Filmed, edited, and produced original video content and live videos for distribution on national channels and our 53 state and territory office channels
- Assisted in paid promotion, targeting of audiences, and engagement of Digital Influencers on social media

Crawford County Memorial Hospital

Human Resources Assistant

May 2018 - August 2018 (4 months)

Denison, Iowa

- Scripted, filmed, and developed an online video series for the hospital's onboarding program
- Processed, organized, and digitized over 500 past and current contracts (with accompanying documentation and receipts)

American University

MPA Representative for the School of Public Affairs Graduate Student Council

September 2017 - May 2018 (9 months)

Washington D.C. Metro Area

- Met regularly with key faculty and administrative members to communicate student concerns

- Advocated for improvements to the campus shuttle service program for graduate students which involved multiple meetings with the campus transportation dept. and a campus-wide survey
- Served on the Service Committee and assisted with the planning and promotion of volunteer opportunities for graduate students

Crawford County Memorial Hospital

Human Resources Assistant

May 2017 - August 2017 (4 months)

Denison, Iowa

- Digitized, organized, and cataloged over 8,000 employee records on the hospital's internal HR system
- Established an electronic organization system (with a key) to professionalize and institutionalize best data management practices
- Developed donor and employee recognition programs with the Office of Marketing

Denison Community School

Elementary Substitute Associate

November 2013 - June 2017 (3 years 8 months)

Denison, IA

- Engaged with and taught students from Kindergarten through 5th grade
- Worked one-on-one with children who were intellectually, emotionally, physically, or behaviorally challenged
- Served twice as a Literacy Associate for the summer school program where I worked with students on developing their reading and cognition skills

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Communications Intern

January 2017 - May 2017 (5 months)

Des Moines, Iowa Area

- Created and edited content for publication on the Iowa Conference's website
- Conducted and transcribed interviews to formulate stories
- Learned best management practices for operating a website

Simpson College

3 years 9 months

Editor In Chief

October 2014 - May 2017 (2 years 8 months)

Indianola, Iowa

- Founded the "the Acorn," the first professional satirical paper in campus history and became the largest and most active collegiate satirical publication in Iowa
- Oversaw an annual operating budget of \$6,000
- Managed a 15-member volunteer staff of writers, editors, and graphic designers
- Published three-to-four articles and videos a week on our website and multiple social media sites
- Designed and distributed a once-a-semester print edition newspaper that utilized an innovative distribution system and "guerilla" marketing campaign
- Launched an official unofficial campus mascot named "Stormy the Squirrel"

Residential Advisor

May 2014 - May 2017 (3 years 1 month)

Indianola, Iowa

- Responsible for 40 to 60 students of sophomore age or older
- Managed and submitted building maintenance requests on behalf of residents
- Created and led over 25 active and passive floor, area-wide, and campus-wide programs over the course of three years (e.g. brick painting, Super Bowl watch parties, cook outs)
- Performed regular campus-wide walk-arounds of the Junior and Senior apartments
- Conducted conflict resolution sessions with students and handled crisis situations as needed
- Designed and maintained bulletin boards and other hall decorations and improvements

Timeline of Employment

2014-2015: Residential Advisor w/50 students (Sophomore Dorms)

2015-2016: Programming Advisor w/40 students (Sophomore & Junior Dorms)

2016-2017: Residential Advisor w/60 students (Junior & Senior Apartments)

Student Body President

December 2015 - December 2016 (1 year 1 month)

Indianola, Iowa

- Managed an operating budget of \$350,000 and a capital improvements budget of over \$100,000
- Edited and rewrote in their entirety the SGA's finance code, elections code, and constitution and bylaws

- Oversaw four student committees made up of 22 senators, class presidents, and managers
- Created a partnership with the Iowa Secretary of State to better address student concerns about new voting laws
- Engineered an aggressive capital improvements schedule for the campus and partnered with the Alumni Association to garner further funds for new projects
- Formed the Internal Affairs Committee which launched a new website, social media plan, and created a system for drafting and releasing press releases

During my tenure, I served on the following campus-wide standing and special committees:

- Board of Trustees - Resource Management Committee (standing)
- All-Campus Budget Committee (standing)
- Diversity & Inclusion Committee (standing)
- CFO Search Committee (special)
- Service Coordinator Search Committee (special),
- Civic Action Plan Committee (special)
- Campus Lighting Committee (special)

Second-Year Area Program Assistant

May 2015 - May 2016 (1 year 1 month)

Indianola, IA

- Responsible for 40 sophomore and junior students
- Trained and managed five Residential Advisers (RAs)
- Performed regular walk-arounds of the second-year area residential halls
- Conducted conflict resolution sessions with students and handled crisis situations as needed
- Planned and managed large-scale events for the campus community and second-year area
- Designed and maintained bulletin boards and other hall decorations and improvements

President of the Class of 2017

September 2013 - December 2015 (2 years 4 months)

Indianola, IA

- Chaired the Financial Advisory Committee twice (Freshman Year and Junior Year)
- Served as the mediator between the student government and any student groups seeking funds

- Oversaw the complete overhaul of the Finance Code and created educational materials to help student groups make better budget requests
- Implemented a capital improvement projects pipeline overseen by the FAC
- Chaired the Student Advocacy Committee (Sophomore Year)
- Spearheaded efforts to review and rewrite sections of the Student Handbook
- Created a new, more in-depth role for student government in the creation of May Term courses

Crawford County Memorial Hospital

Marketing Assistant

May 2016 - August 2016 (4 months)

Denison, Iowa

- Coordinated social media activities for the hospital's nonprofit thrift shop
- Developed guidelines and posting strategies for the thrift shop with occasional graphics creation
- Created materials for displays used by the hospital at public events like the county fair
- Collected data on services offered by competing clinics and hospitals in the region
- Compiled a comprehensive database of physician photos for use in the hospital's marketing

Chamber & Development Council of Crawford County, Iowa

Public Relations Intern

May 2015 - August 2015 (4 months)

Denison, IA

- Designed a new tourism website for Denison and Crawford County
- Researched and compiled information about local businesses and services
- Sold advertising for large-scale community events and encouraged local businesses to join the Chamber

City Government of Indianola

Assistant to Mayor and City Manager

September 2014 - December 2014 (4 months)

Indianola, IA

- Job-shadowed every department head in the city for at least one week during the internship
- Worked with the CFO during the city's budgeting process and engaged in their review and auditing processes

- Coordinated efforts between the City and City Council to advance the city's development and community outreach plan
- Helped organize a successful Local Option Sales Tax (LOST) campaign to finance the construction of a new wastewater treatment plant
- Served in the day-to-day work of each department including: City Clerk / Finance Dept., Community Development, Police Dept., Fire Dept., Human Resources, Information Technology, Library, Parks & Recreation, Street Dept., Water Pollution Control, and Municipal Utilities

Anderson for Iowa

Campaign Intern

March 2014 - November 2014 (9 months)

Denison, IA

Race: Iowa Secretary of State

Candidate: Brad Anderson

- Led efforts to form a Republicans for Anderson group
- Coordinated statewide outreach to traditional civic groups like Rotary, Kiwanis, and Lions
- Conducted in-depth opposition research through online newspaper databases
- Assisted voters in finding their polling locations or getting their mail-in ballots

Outcome: While Anderson lost in an incredibly tight election, he ultimately was the highest vote-getting statewide Democratic candidate that election cycle.

Iowans for Shaw

Campaign Intern

March 2014 - June 2014 (4 months)

Urbandale, IA

Race: Iowa's 3rd Congressional District (US House)

Candidate: Monte Shaw

- Assisted with organizing and planning campaign events and fundraisers
- Conducted voter outreach and database management
- Engaged and communicated with delegates to the 3rd District Special Convention

Outcome: In the five-person race with no incumbent, Shaw finished in the top three with no candidate receiving enough votes to win. Shaw eventually lost in the Special Convention election held for the Third Congressional District.

Kelly Shaw for Mayor of Indianola Campaign

Campus Campaign Manager

October 2013 - November 2013 (2 months)

Indianola, IA

Race: Mayor of Indianola

Candidate: Kelly Shaw

- Implemented a GOTV campaign for students at Simpson College
- Distributed campaign materials on campus and coordinated candidate visits to campus
- Wrote LTEs and other content for publication in the local and campus papers

Outcome: In a three-person mayoral race with no incumbent, Shaw won with a comfortable margin.

Joe Lally for Denison School Board Campaign

Campaign Manager

June 2013 - November 2013 (6 months)

Denison, IA

Race: Denison Community Schools - Board of Education

Candidate: Joe Lally

- Planned all campaign events, press conferences, and candidate appearances
- Designed all campaign materials and social media pages
- Crafted a voter outreach strategy based on registered voter data for Crawford County

Outcome: In a five-person race with three incumbents, Lally was the second highest vote-getter and the only candidate to knock off an incumbent.

Education

American University

Graduate, Public Administration · (2017 - 2019)

Simpson College

Bachelor of Arts (B.A.), Political Science, Public Relations, History, and
Management · (2013 - 2017)

Denison High School

High School Diploma · (2009 - 2013)