

**Biden for President**

**July – December 2020**

***Northeast Communications Director***

- Managed President Biden's campaign communications teams and strategies across the Northeast and Mid-Atlantic states, including Pennsylvania, Maine, New Hampshire, and Virginia, totaling a staff of over 15.
- Developed and guided multifaceted communications programs to build awareness and support of the campaign within individual states, laddering up to broader campaign message and priorities.
- Advised senior state staff, communications teams, and regional department directors on crisis communications strategies, policy development, and daily fielding of national and local media inquiries.
- Coordinated with paid media, polling, data, policy, organizing, political, and legal teams to develop and manage strategies to reach, persuade, and mobilize critical voting blocs.
- Provided guidance and approval for content distributed internally and externally across the campaign, including press releases, op-eds, talking points, press statements, and social media content.
- Served as on-the-record spokesperson for local and national media.

**Pete for America**

**December 2019 - March 2020**

***Deputy Communications Director***

- Managed cross-departmental content and media plans to drive message across Pete Buttigieg's presidential campaign. Oversaw the execution of content distributed internally and externally, including policy communications, paid media, social media, press releases, op-eds, talking points, and fundraising materials.
- Developed and executed proactive and reactive communications plans and created crisis communications materials for campaign leadership, staff, supporters, and influencers.
- Managed state communications teams and provided guidance for the daily execution of policy rollouts and proactive media pitches to shape campaign coverage in national and local media.
- Wrote and distributed message materials, memos, and talking points for media and influencers. Worked in partnership with data and analytics team, pollsters, and senior campaign leadership to craft and drive key messages.
- Developed communications plans for surrogates in key early states; managed the team responsible for identifying, pursuing, and executing press opportunities for campaign surrogates.

**Beto for America**

**May – November 2019**

***Deputy Communications Director***

- Developed and managed strategy to drive message across Beto O'Rourke's presidential campaign verticals, including content, surrogates, and constituency outreach.
- Oversaw strategy and execution for message-driven travel for candidate and surrogates. Collaborated with political, outreach, earned media and digital teams to tell the campaign's story through candidate travel and events.
- Developed outreach and messaging strategy for critical campaign constituencies, including women, Latino voters and communities of color. Worked with analytics directors, digital team, state team and outreach team to reach key voters and drive campaign message through a variety of communication tactics.
- Created weekly newsletter and weekly campaign content for voters, supporters, staff and donors.
- Managed constituency communications directors and press associate.

**ACRONYM**

**August 2018 – May 2019**

***Senior Director of Communications***

- Oversaw the external and internal communications strategy for national digital organization; managed communications and creative teams responsible for ACRONYM media channels.
- Developed and executed proactive communications plan to define and brand ACRONYM among media and political influencers. Secured coverage of ACRONYM programs in outlets such as NPR, CNN, Bloomberg, The New York Times, NowThis and numerous local outlets.
- Created and wrote owned content streams, including the [FWIW newsletter](#) to build ACRONYM brand awareness and advance the organization's thought leadership; grew subscriber base ten-fold over six months.
- Member of team responsible for overseeing \$16 million in digital campaigns focused on supporting progressive candidates and social impact causes, and identifying areas to innovate, test and learn within digital programs.
- Served as on-the-record spokesperson for the organization and liaison to external partners and funders.

**External Relations, Government and Regulatory Affairs**

- Led short and long-term communications campaigns to support IBM's Government and Regulatory Affairs organization across multiple geographies.
- Successfully developed and led award-winning communications and social impact campaign on issues such as LGBTQ+ rights, immigration reform and climate change. Leveraged print, digital, paid and earned media strategies to drive proactive message and build awareness and support for company priorities.
- Served as on-the-record spokesperson for policy communications campaigns; managed and executed rapid-response strategies for IBM.
- Provided strategic communications counsel and media preparation to IBM C-Suite leaders.
- Developed communications materials for internal and external use leveraging IBM's 380,000 employees to drive IBM's leadership on policy matters.

**EMILY's List**

April 2015 – April 2017

**Communications Director; National Press Secretary**

- Developed and implemented comprehensive communications programs to elevate EMILY's List as leading organization to recruit, train, and elect women at all levels of government.
- Developed and managed internal and external components of \$20 million independent expenditure campaign targeting millennial women voters in the 2016 election cycle. Secured coverage of EMILY's List's campaign in national media, resulting in dozens of pieces of coverage and increased engagement by millennial women voters in 2016 by nearly 30% over four years prior.
- Served as primary on-the-record spokesperson for EMILY's List; regularly performed live on-the-record interviews for national print, radio, and television, including NPR, CNN, The New York Times, and many local media outlets.
- Oversaw and managed the communications team in providing strategic communications support to approximately 40 federal, gubernatorial and legislative campaigns across the country.

**Office of Virginia Governor Terry McAuliffe**

April 2013 - April 2015

**Traveling Press Secretary (gubernatorial office); Deputy Press Secretary (campaign)**

- Advised Virginia Governor Terry McAuliffe on long term messaging strategy and daily interaction with media; traveled with the governor and served as on-the-record spokesperson for the McAuliffe campaign and administration.
- Developed and executed short and long-term communications plans for proactive and reactive needs. Coordinated with departments across the administration and worked closely with the Democratic Party of Virginia to drive support for McAuliffe's priorities and ensure message consistency.

**U.S. Small Business Administration**

September 2011 – April 2013

**Special Assistant to the Administrator**

- Managed and advanced the daily schedule for the Small Business Administrator. Compiled comprehensive briefings, hearing preparation materials, economic data reports, talking points, and other targeted communications materials for Cabinet-level Administration activities.
- Coordinated across departments within and outside the Small Business Administration to execute the small business policy priorities of the Obama Administration.

**The White House**

Spring 2010 – September 2011

**Advance Associate; Social Office Intern**

- Traveled domestically and internationally to develop comprehensive logistical plans and execute official visits for the Obama White House. Interacted closely with various White House departments to develop message events for the President and the First Lady at the White House and external sites.

**EDUCATION****University of Pennsylvania**

Bachelor of Arts in Communication; Minor in Economics

Benjamin Franklin Scholar; Dean's List; Recipient of the Eisenhower Award for honors thesis in communications

**London School of Economics Summer School****LEADERSHIP AND AWARDS**

PR News' Platinum PR Award Winner: Activism Campaign

September 2018

Bulldog PR Award Winner: Issue/Advocacy Campaign and Public Affairs Campaign

April 2018

Governor of Virginia's Advisory Board on Volunteerism and Service

2015-2018