

Contact

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

Top Skills

Strategic Communications

Politics

Public Policy

Languages

English (Native or Bilingual)

Spanish (Elementary)

Honors-Awards

*WIN Week Award - Best Attendance & Social Media Presence for "Women on The Rise: Citizen's Mark Pop-Up Shop & Networking with WIN, Women Attorneys at Venable, @1776 Incubator"

USAID Administrator's Certificate of Recognition; Superior Group Award

Cynthia J.

Senior advisor connecting corporate, civic, and community actors to create coalitions and social impact through sustainable market-based solutions in all the places I can.

Washington, District of Columbia, United States

Summary

Cynthia offers a hybrid career in civic engagement and strategic communications spanning corporate, government, and non-profit sectors. As a Senior Advisor with political and management acumen supporting C-suite executives, she served in 3 Presidential Administrations, 10+ campaign cycles, consulted corporations on CSR partnerships and inclusive practices, and co-led civic delegations to France & China. In the Obama-Biden Administration, she was one of 20 White House Liaisons appointed to a federal agency charged with transition management. In President Clinton's second term, she became the first Hispanic Woman appointed as White House Political Affairs Chief of Staff in a Democratic Administration.

Cynthia is an effective public affairs leader, policy advocate, and community organizer with a proven record of vision implementation, thought leadership, dispersed team building, and BIPOC engagement. As a content creator and show runner, Cynthia creates culturally relevant content that lift brands and increase awareness of initiatives in democracy, development, entrepreneurship, equity, food security, health care, housing, immigration, innovation, pandemic communications, small business, science, tech, telecoms, trade, clean energy, social justice, DEI, women and girls in domestic and international settings.

Key Competencies:

- External Affairs & Intergovernmental Affairs
- Stakeholder Engagement & Coalition Building
- Partnerships & Corporate Social Responsibility
- Strategic Planning; Program Design & Management
- Transition Management & Talent Acquisition
- Issue Advocacy Campaign Strategies
- Show Runner of Thought Leadership Forums

- Digital, Relational & Distributive Organizing

Experience

Office of U.S. Representative Greg Casar (TX-35)

Director of Operations

March 2023 - Present (8 months)

Washington, District of Columbia, United States

U.S. Trade and Development Agency

Director of Public Engagement - Office of Public Affairs & Congressional Affairs

October 2021 - January 2023 (1 year 4 months)

Arlington VA

U.S. Small Business Administration

Associate Administrator - Office of Communications & Public Liaison

January 2021 - October 2021 (10 months)

Washington, District of Columbia, United States

Democratic National Committee

4 years

Latinx Political Engagement Director

October 2017 - January 2021 (3 years 4 months)

Washington D.C. Metro Area

Coalition Engagement ▪ # Partnerships ▪ # Electoral & Issue Advocacy

Campaigns:

RESULTS:

Advise DNC Principals. Create and lay an early infrastructure of Latinx leaders in key states to scale bilingual digital organizing, amplify the Democratic brand, and form winning coalitions for the presidential ticket and down ballot candidates to leverage:

- ✓ 200+ Latino talent organizer pipeline and \$1.5 million in Latino organizing [2018-20]
- ✓ \$3M State Party Innovation Fund in 15 states supported 19 Latino organizers, and 10 tools [2018]
- ✓ 4K+ key Latino leaders, 278 rapid response surrogates; 6 virtual regional and global Hispanic leader organizing forums

- ✓ Conceptualized and built audiences for live stream issue advocacy forums
- ✓ Produced 20 Cafecito con Politics & ¡Mujeres Mobilized! forums engaging 14 partners, 1,600 Latino leaders in 7 states; 52 GOTV events & bilingual phone banks making 4K+ calls to help flip races in 2018: CA, GA, IL, TX, NV, NM, AZ, FL

Showrunner for Virtual Digital Civic Participation Productions:

RESULTS

- ✓ Co-produced 2020 DNC Convention Hispanic Caucus live stream programming drawing 10K+ record attendance, cast of 40+ national Latino elected leaders, influencers, and actor activists.
- ✓ Organized and co-produced 10 Facebook Streams with 7 coalition partners lifting IWillVote.com & VoyAVotar.com and garnering 110K+ page views:

- ★ Ten Years After AZ SB1070: Latino Leaders Rising (AZ)
- ★ Protecting Dreamers - 8th Anniversary of DACA
- ★ Nuestra Voz. Nuestro Voto Chat [FL]
- ★ Latino Leaders Charla: Our Voice. Our Vote (PA)
- ★ The Power of the Latina Vote (3)

Senior Advisor Consultant

February 2017 - September 2017 (8 months)

Washington D.C. Metro Area

Major Event Production, Activist Events & Thought Leadership Forums

* Produced Hispanic Heritage Month "FuturoFest" civic action/media partnership with Latino Victory Fund to recognize the contributions of Latinx immigrant youth and families, and advocacy via art activism and digital platforms.

* Stewardship and advisement of Western regional outreach trips for DNC Principal from concept to execution of thought leadership and mobilization forums, engaging elected official involvement, and authoring political briefing reports.

* Developed and organized a series of Latino engagement convenings, thought leadership forums, and trainings for national community leaders, activists, and strategists on political priorities and tactical plans to increase Hispanic and Democratic electoral victories.

*Advised, organized and executed 50-member Hispanic Caucus and 115-member Western Caucus meetings and elections at the DNC Atlanta conference. Served as a facilitator at training conferences focused on issue campaigns and grassroots organizing.

Immigration Policy Advocacy:

* Collaborated with Communications and Digital teams on formulating an integrated issue campaign to re-enforce the political, policy, and communications goals of the the resistance movement advocating the passage of the Dream Act. Ongoing social push includes online petition and call tools, march participation, promotional materials, Principal visibility, stakeholder engagement, thought leadership forums, and action events that resulted in earned media and generated video content for social media campaigns.

Biden for President Campaign Deployment

Political + Arizona + Expansion States Distributive Organizing Teams
September 2020 - November 2020 (3 months)

Washington DC

Supported teams by providing engagement activation of local elected officials, distributive organizing, and scaling bilingual digital mobilization.

Results:

- Co-led Mayor Mondays GOTV team. Designed engagement tool kit and trained phone bank volunteers. Team organized 51 mayors, 47 phone banks in 19 states with at least 1,500 volunteer sign-ups and 800+ shift confirmations.
- Co-led Hispanic Legislators in 11 Bilingual Virtual Staging Locations & Live Stream Surrogate. ~400 volunteer sign-ups
- Supported Arizona political team engagement of elected officials and GOTV efforts.
- Team Outcomes: Arizona flipped blue.

Independent Consultant

ADVOCACY, GOVERNMENT RELATIONS, PARTNERSHIPS, PUBLIC AFFAIRS

January 2017 - September 2017 (9 months)

Washington D.C. Metro Area

* TEDX Pennsylvania Avenue - Audience Development

* WIN Women's Information Network Advisory Council - Mentoring & Leadership Development

* PODER PAC Board of Directors - The nation's only PAC focused on increasing the number of Latinas elected to the U.S. Congress: Candidate Investment Committee

Democratic National Committee

1 year

DNC Senior Advisor For External Relations (General Election 2016)
September 2016 - December 2016 (4 months)

Washington D.C. Metro Area

Hispanic Elected Officials Voter Engagement:

- Collaborated with Hillary for America Latino team and Latino civic action groups to recruit Spanish-language volunteers for GOTV field and phone banks. Collective actions helped raise Latino turnout 3-5% to elect largest Democratic Latino elected officials body gaining 5 federal, 2 state & 21 legislative seats.
- Co-produced 10 GOTV PSAs helping recruit Latino Members of Congress, actor Eva Longoria, and author Isabel Allende. Engaged local elected officials in 21-day GOTV bus tour spanning 13+ West/Mid-West states & 15 cities.

2016 Democratic National Convention: Senior Advisor & Director of Government Relations

January 2016 - August 2016 (8 months)

Greater Philadelphia Area

Governmental Relations Engagement [DNCC 2016]:

RESULTS:

- Principal contact responsible for engaging 30+ intergovernmental groups, activating the participation of 237 Members of Congress, 20 Governors, 5 big city Mayors, 400+ foreign dignitaries. Designed tactical plan, provided oversight of consultants, and recruited 150+ IGA volunteers for capacity building.

Senior Advisor For External Relations - Democratic National Committee (General Election 2016):

- In 2016, co-produced 10 GOTV PSAs helping recruit Latino Members of Congress, actor Eva Longoria, and author Isabel Allende. Collaborated with Hillary for America Latino team and allied groups to recruit Spanish-language volunteers for GOTV field and phone banks. Collective actions helped raise Latino turnout 3-5% to elect largest Democratic Latino elected officials body gaining 5 federal, 2 state & 21 legislative seats.
- Engaged local elected officials in 21-day GOTV bus tour spanning 13+ West/Mid-West states & 15 cities.

Government Relations, Public Engagement & Partnership
Development

SENIOR CONSULTANT

January 2015 - December 2015 (1 year)

Washington DC & Austin TX

* SJG Corp d/b/a Salt Lick BBQ & Cellars, Driftwood & Austin TX. (Feb-Dec 2015)

Lobbyist. Engaged Texas legislators and key staff on topics of licensing, commerce, sustainability, and economic development. Secured three out of four authors of HB 2072, and 20-member Farm to Table Caucus endorsement.

* 2016 Hillary Clinton for America Campaign – Advance Team Member (Aug-Dec 2015)

Lead & Site: CHCI Gala Dinner 2015, Washington DC; 250+ person fundraiser, McAllen TX.

* National Finance Council Co-Chair: Austin Ready For Hillary, Austin TX. (Jan-Feb 2015)

Fundraising, Business & Community Leader Outreach. Co-led 24-person fundraising committee of a two-tier fundraiser in six weeks.

* WIN - Women's Information Network: Co-Chair Women in Entrepreneurship Co-Host/Fundraiser of "Women on The Rise: Citizen's Mark Pop-Up & Networking" with WIN, Women Attorneys at Venable LLP and 1776 Incubator." The DC launch introduced the Inaugural Collection of Citizen's Mark Blazers-- a lifestyle brand for the socially conscious, empowered woman--during WIN Week & Global Entrepreneurship Week. Emerging leaders heard from speakers on entrepreneurship, professional development tips on projecting credibility and authenticity in diverse settings, as well as best practices on socially responsible trade and living wages.

* Start-Ups: Founder of Clinton-Gore Latino/Hispanic Alumni Group; Founding Charter Member of PODER PAC (Political PAC for & by Latinas);

* The Vela Group, LLC. Washington DC. (Jan-Feb 2015)

International Business Development & Strategic Alliances.

Leticia Van de Putte for Texas Lt. Governor Campaign
POLITICAL DIRECTOR & DEPUTY CAMPAIGN MANAGER
May 2014 - November 2014 (7 months)

San Antonio, Texas

Strategic Planning, Political Management & Engagement, Brand Advocacy & Coalition Building:

* Leveraged resources, networks, and social platforms through strategic collaboration with key staff of EMILY's List, Annie's List, elected officials, 20+ allied groups and private sector to launch Women for Leticia and Latinos con Leticia endorsement roll-outs.

*Drove the process for garnering Bill & Hillary Clinton endorsements for the only non-federal/non-gubernatorial down ballot woman candidate. Contributed to the campaign's increased visibility, earned free media exposure across online digital platforms and print media outlets, and helped generate record-breaking fundraising results over \$7 million.

USAID

SR ADVISOR for Transformational Partnerships; Communications & Engagement Dir.; White House Liaison

August 2009 - May 2014 (4 years 10 months)

Washington D.C. Metro Area

SR. ADVISOR, Global Development Lab - Center for Transformational Partnerships (Jun 2013-May 2014):

* Start-up team member in new Agency arm that fosters science and technology-based solutions to help end extreme poverty by 2030. Provided strategic communications, intergovernmental affairs and partnerships, and private sector engagement on the entrepreneurship team. Contributed to the launch of the 2014 President's Global Entrepreneurship Policy, first Presidential Ambassadors for Global Entrepreneurship (PAGE) & Partnerships Accelerating Entrepreneurship (PACE)-a \$10 million program to catalyze private-sector investment into early-stage enterprises.

COMMUNICATIONS & ENGAGEMENT, Innovation & Development Alliances (Jul 2011-May 2013):

* Start-up member co-leading a public affairs team in developing and executing a new global public affairs brand in a unit that creates public-private partnerships to scale cost-effective market-based solutions, sustainable economic growth for people earning \$2/day in emerging countries, and game-changing outcomes in areas like food security, global health, and energy access.

* Co-produced the 2011 USAID Public-Private Partnerships Forum of 200+ guests from global NGOs, CEOs from 4 Fortune 50s, and 10 multinational company panelists featuring MOUs and garnering free media.

WHITE HOUSE LIAISON, Administrator's Office (Aug 2009-Jun 2011):

* One of 20 White House Liaisons appointed by the Obama Administration to execute change management. Senior manager teamed with Presidential Personnel and State Department to recruit and match talent for 100+ appointee jobs in foreign assistance programs.

Dewey Square Group

PRINCIPAL: State/Local Government & Multicultural Affairs (Public Affairs)

2005 - 2009 (4 years)

Washington D.C. Metro Area

Provide strategic counsel, co-design Latino audience strategies, issue advocacy campaigns, cause marketing, and corporate social responsibility investment guidance for 10 corporate & NGO clients in various policy sectors ranging from financial services, energy, sustainability, food security, telecomms, diversity, and healthcare. Team member co-founding "Latinovations" PR practice & "La Plaza" social media blog. DSG Advisory Team for "Hillary Clinton for President 2008" Primary Campaign (DC, TX, NV).

ISSUE DYNAMICS, INC (aka Amplify Public Affairs)

PUBLIC AFFAIRS SPECIALIST

February 2004 - January 2005 (1 year)

Washington, DC

* Provide corporate telecomms and climate change NGO clients with Hispanic civic engagement, grassroots communications, social marketing, digital tools, and CSR investment guidance to deliver coalitions and issue advocacy campaigns that enhance brand reputation and align policy, purpose and business objectives.

* Served 10-week tour of duty during the general election as Southwest Regional Political Director at the Democratic National Committee coordinating with field managers on electoral field plans in battleground states.

Senator Joe Lieberman for President 2004

DEPUTY CAMPAIGN DIRECTOR FOR CONSTITUENCY OUTREACH;
CHIEF OF STAFF FOR HADASSAH LIEBERMAN

February 2003 - February 2004 (1 year 1 month)

Arlington, VA

Democratic National Committee
CAMPAIGN DIVISION (2001-2002 cycle)
February 2001 - December 2002 (1 year 11 months)
Washington, DC; Southwestern States

SOUTHWESTERN POLITICAL DIRECTOR (Apr-Dec 2002)
HISPANIC OUTREACH STRATEGIES DIRECTOR (Feb 2001-Apr 2002)

Political Management; Electoral & Issue Advocacy Campaigns; Civic Engagement; Strategic Planning, Program Development, Congressional Relations:

* Advise and brief National Party Chair, COO, Political Director, and 96-member Western Caucus on candidate races, polling, fundraising, and electoral efforts in 9 Western states. Advise Chairman, COO, and 33-member Hispanic advisory council on the development of a multi-faceted Latino political grassroots campaign. Cross collaborate with 12 Latino staff in communications, research, finance & political units. Oversight of \$3M voter contact programming in targeted Southwestern states.

Executive Office of the President, The White House
SPECIAL ASSISTANT TO THE PRESIDENT & CHIEF OF STAFF FOR
POLITICAL AFFAIRS OFFICE

January 1997 - January 2001 (4 years 1 month)
Washington D.C. Metro Area

Authored political briefings for Executive Branch Principals including POTUS, FLOTUS, VP, and Mrs. Gore. Guided planning for Principal trips to 14 Southern/Southwestern states. Identified and mobilized 600+ civic leaders to advance Administration policy agenda via trips, events, coalitions, and rapid response:

- * Management Operations
- * External Relationship Management
- * Strategic Planning
- * Policy Support

Presidential Inaugural Committee
GOVERNMENT, BUSINESS, AND COMMUNITY AFFAIRS - DEPUTY
DIRECTOR

November 1996 - January 1997 (3 months)
Washington D.C. Metro Area

Co-launched 36-person civic engagement operations. Recruited 18 directors and managed 12 constituency operations to execute an 8-week civic outreach

program and distribution of 17,000 invitations to elected officials, public opinion influential, and grassroots leaders. Provided multicultural diversity guidance into events production:

- * Strategic Planning
- * Major Events
- * Personnel Management

Clinton/Gore 1996 General Election Campaign

PUBLIC LIAISON DEPUTY DIRECTOR

June 1996 - November 1996 (6 months)

Washington D.C. Metro Area

Managed 30 staff and 10 desk operations on constituency issues and voter contact programs: Hispanic, Asian Pacific Americans, Native Americans, White Ethnics, Youth, Seniors, Enviros, Veterans, Republicans, and Science/Tech leaders. Collaborated with communications team in the creating public relation model and strategy for executing 10 national constituency endorsement rollouts in key media markets.

- * Community Relations & Programming
- * Personnel Management
- * Specialty Media Planning
- * Major Events & Trip Advance

Democratic National Committee

Campaign & Base Vote Divisions; Chairman's Office

1994 - 1996 (2 years)

Washington D.C., South & Southwest US

1994-1996 Campaign Cycles:

- DEPUTY DIRECTOR OF LATINO OUTREACH AND BASE VOTE DIVISION (1995-1996)
- SPECIAL ASSISTANT IN CHAIRMAN'S OFFICE (1995)
- SOUTHERN DEPUTY POLITICAL DIRECTOR (1994)

- **Strategic Planning, Political Program Management
- **Political Guidance & Analytical Briefings
- **Intergovernmental & Business Outreach
- **Training & Job Bank

U.S. House of Representatives
SCHEDULER, Office of Congressman Bob Filner (CA-51)
1993 - 1994 (1 year)

* Strategic Planning & Office Management

League of United Latin American Citizens
NATIONAL OPERATIONS DIRECTOR, National Educational Service
Centers (LNESEC)

1990 - 1993 (3 years)

Washington D.C. Metro Area

Management oversight of 9 office directors and 50 field staff nationwide in
education non-profit program implementing a \$2M federal grant.

* Grant Writing & Administration; Education Policy Advocacy; Field Operations
Management.

Education

The University of Texas Rio Grande Valley
BBA, Business, Management & Marketing

USAID

Development Economics and International Development · (2011 - 2014)

The University of Texas Rio Grande Valley

MBA candidate, Business Administration and Management, General · (January
2021)