

ILSE ZUNIGA

(b)(6)

WORK EXPERIENCE

U.S. SENATOR TIM KAINE (D-VA)

WASHINGTON, D.C.

PRESS SECRETARY

JUNE 2021 - PRESENT

- Managed communications materials for the Senator's diverse committee assignments including HELP Committee, Senate Foreign Relations Committee, and Senate Armed Services Committee
- Booked, coordinated and staffed Virginia and National TV, radio, and print interviews on a weekly basis
- Reached out to reporters to correct inaccurate reporting, stories, and misquotes
- Staffed and traveled across Virginia with the Senator during Senate recess, state work period
- Served as a member of the senior staff and helped craft the Senator's priorities and messaging on controversial issues
- Proactively pitched stories, fielded press inquiries, placed reporter write-ups, and coordinated interviews
- Trained, on boarded, supervised, and mentored the deputy press secretary and press fellow on best practices
- As a member of senior staff, helped conceptualize state events and legislative bill ideas from beginning to end
- Served as point communications staffer for rapid response crisis communication materials
- Served as point communications staffer for Virginia news for the entire state team comprising of 6 regional offices
- Worked closely with the press and policy teams to successfully roll out new legislation and press plans

U.S. SENATOR JACKY ROSEN (D-NV)

WASHINGTON, D.C.

PRESS SECRETARY

JANUARY 2019 – JUNE 2021

- Managed communications materials for the Senator's diverse committee assignments including Homeland Security, Commerce, Armed Services, Small Business, Health, Education, Labor & Pensions, and Tourism, Trade and Exports
- Planned, implemented, and executed weekly and long-term communications strategies and press plans
- Drafted weekly briefings, press releases, video scripts, op-eds, and interview memos
- Created and managed a daily press pipeline to track projects and ensure optimal coverage across digital media platforms, state print, national print, and TV reaching an audience of over 3 million constituents
- Cultivated relationships with traditional, Hispanic, and AAPI media to amplify the Senator's legislative priorities
- Proactively pitched stories, fielded press inquiries, placed exclusive reporter write-ups, and coordinated interviews
- Served as the Senator's primary Spanish spokesperson with on-camera, bilingual, on-the-record experience
- Supervised the deputy press secretary and press fellow to ensure efficient completion of projects
- Worked closely with the state and policy teams to develop state press events with coordinated core messaging
- Executed social media content and increased follower count on all platforms by 50% during six-month period
- Posted census press content in eight languages, which was recognized by the U.S. Senate Historian as being the first ever octolingual press materials in Senate history

CONGRESSWOMAN JACKY ROSEN (D-NV)

WASHINGTON, D.C.

PRESS SECRETARY

JULY 2018—JANUARY 2019

- Increased the freshman Congresswoman's name and profile statewide and nationwide by networking with reporters to build an electronic rolodex file and expand the Congresswoman's message in both traditional and Hispanic media
- Drafted bilingual press releases, social media content, talking points, floor speeches, op-eds, and remarks
- Proactively pitched stories to local and national media to amplify the Congresswoman's legislative priorities
- Interviewed and hired press fellows and supervised their workloads to meet project deadlines

PORTER GROUP, GOVERNMENT AFFAIRS FIRM

WASHINGTON, D.C.

DIRECTOR OF COMMUNICATIONS

FEBRUARY 2017 – JULY 2018

- Interviewed, supervised, and hired fellows
- Implemented policies to grow client list in government, nonprofit, industry, health care, and advocacy sectors
- Prepared and submitted request for proposals for federal, state, and local government contracts, and worked to maintain client satisfaction by managing projects and communication needs
- Worked with clients, stakeholders, congressional offices, and vendors to plan, advertise, and execute capitol hill fly-in's, receptions, seminars, and events
- Redesigned firm website and established a press plan for national bipartisan clientele by writing and publishing press releases and blog posts appealing to a diverse national audience

STAMPER RUBENS LAW FIRM
LEGAL ASSISTANT, ESTATE PLANNING

SPOKANE, WA
MAY 2016—DECEMBER 2016

- Drafted and finalized estate planning packages for clients with complex asset protection needs

GLP ATTORNEYS LAW FIRM
LEGAL ASSISTANT, CIVIL LAW AND LITIGATION

SPOKANE, WA
OCTOBER 2015—APRIL 2016

- Directed Hispanic outreach strategies to grow Hispanic clientele
- Traveled across Washington state to meet clients, establish relationships, and help grow the regional offices
- Managed civil law caseloads and took an active role in expanding law firm growth in Washington State

TINGEY INJURY LAW FIRM
LEGAL ASSISTANT, CIVIL LAW AND LITIGATION

LAS VEGAS, NV
FEBRUARY 2006 – JUNE 2015

- Successfully managed caseload for thousands of clients by analyzing claim details, drafting acceptance letters, and preparing cases for successful settlement or litigation
- Directed marketing strategy with the Chief Operating Office to build robust referral and partnership networks across southern Nevada to grow clientele
- Served as point person for new hire training and managed on boarding process to enhance casework efficiency
- Served as the office planner and organized monthly staff birthday celebrations, trainings, and all staff meetings

EDUCATION & CAMPAIGN EXPERIENCE

Jacky Rosen for Nevada Senate Campaign, Press and Research
University of Nevada, Las Vegas: Bachelor of Science in Hotel Administration

October 2018 – November 2018
May 2013