

EXPERIENCE

Vice President, Public Affairs, SKDKnickerbocker, Washington D.C.
Director, Public Affairs, SKDKnickerbocker, Washington D.C.

March 2020 – Current
October 2018 – March 2020

- Create and execute communications and media relation campaigns for corporate, advocacy, and high-profile crisis clients. Work with paid media, digital, and political departments to deliver successful and creative strategies for a stated goal, often focused on reaching broad and diverse audiences across the US.
- Serve as day-to-day client lead setting the strategy and ensuring high-quality and effective results. Directly report to firm partners and leadership to update on account progress and successes.
- Provide strategic guidance, develop targeted messaging, and create high-quality communications materials on behalf of CEOs, executives, experts, and influencers to insert their voices into new or ongoing conversations at the local, state, and national level.
- Specialization in messaging and strategic communications for energy, environmental and climate issues. Experience providing companies with strategies and tools needed to create a more diverse, equitable and inclusive environment internally and promote those same principles to the communities they serve.
- Extensive management experience leading and coordinating 55 to 60 team members at any given time. Averaging six to eight account teams with five to eight members on each.
- Guide, mentor, and manage junior staff to ensure timely delivery of materials, create learning opportunities and build their skills.
- Identify and secure media placement tailored to reach key audiences. This includes experience pitching tier one media, trade and local outlets, and news sites dedicated to informing and connecting with Black, Latinos, and other minority communities.
- Develop ideas to engage and amplify messages to general or tailored audiences; draft, edit and publish statements, op-eds, and LTEs in national and local media.
- Engage with relevant third-party stakeholders, experts, and organizations on behalf of clients to create new partnerships and build coalitions to achieve stated goals. Direct experience bringing attention to issues of inequality in the workplace, pay equity, sustainability, and disproportionate impact the high cost of and difficulty to access health care impacts communities of color and low-income areas.
- Curated partnerships and events managing all financial and logistical aspects for corporate and advocacy clients to build relationships and disseminate clear messages that supported policy change.
- Created highly effective and efficient broadcast, digital, and print ad campaigns on behalf of multiple clients ranging from \$100,000 to \$1.5 million.
- Notable experience on high-profile campaigns include UAW during the GM strike (2019); Supporting survivors of Harvey Weinstein throughout the NY trial (2020); UFCW essential workers (2020, 2021).
- Examples of media placements:
 - [USA Today Op-Ed: Union worker on UAW-GM strike](#);
 - [New York Times: investigative piece on OSHA and essential workers](#);
 - [Associated Press: Silence Breakers speak out as Weinstein Trial begins](#);
 - [Denver Post Op-Ed: Racial justice begins with fair wages for food workers](#);
 - [Black Enterprise: Increasing transparency to create more diverse, equitable and inclusive companies](#);
 - [TODAY Show: segment about inclusive and sustainable apparel company Summersalt](#);
 - [Missouri Times Op-Eds: Reaching rural America to highlight role in a clean energy economy](#)
 - [Telemundo: Coverage on meat processing plant conditions and disproportionate impact on minorities](#)

Media Manager, Securing America's Future Energy, Washington, D.C.

May 2017 – Oct. 2018

- Serve as the sole media manager for processing interview requests. Proactively pitch reporters to raise the organization's profile on a range of timely transportation and energy security topics.
- Engage directly with the CEO and vice presidents to craft strategic planning and messaging documents.

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- Identify opportunities and secure earned media; draft, edit and publish statements, op-eds, and LTEs. Work across departments, including research, digital and fundraising, to provide a clear and concise message for various audiences.
- Communicate with diverse range of stakeholders from disability groups to senior organizations and racial equity organizations to align behind a common goal.
- Prepare company's spokespeople for media interviews and refine messaging of complex regulatory and policy issues for a general audience.
- Manage a communications budget to forge partnerships, develop research papers, and host events to push forward organization's goals.

Deputy Press Secretary, U.S. Department of Energy, Washington, D.C.

April 2016 – Jan. 2017

- Served as public affairs spokesperson for the Department, Secretary, and numerous program offices. Individual responsibility to provide guidance, manage and amplify news from programs including fossil energy, international affairs, environmental management, as well as solar and bioenergy initiatives.
- Developed and executed comprehensive communications strategies to achieve White House and agency's priorities.
- Led and coordinated the rapid response for crisis situations with department leadership, including chief of staff, general counsel, relevant programs or agency partners, and congressional affairs.
- Delivered public-facing messages; briefed, advised, and staffed the Secretary to enact Administration's priorities.
- Worked together with digital team to develop timely content to align with announcements to reach broader audiences.

Senior Associate, Dewey Square Group, Boston, MA

Jan. 2014 – April 2016

- Planned, executed, and managed integrated communications campaigns in coordination with other DSG practices areas (digital, grassroots, and public affairs).
- Account manager for a diverse portfolio of clients, including environment, energy, real estate development, health care and technology companies, as well as national and state level political campaigns.
- Managed multiple team members and deployed social media, media buying, crisis communications, message development and strategic guidance.
- Effectively and efficiently managed budgets for ad campaigns and communications needs for each account.

Associate, The Smith-Free Group, Washington, D.C.

June 2012 – Sept. 2013

- Drafted new client proposals, conducted research, and prepared strategic plans for financial services, energy, environment and health care industries.
- Developed firm's earned media strategy and spearheaded redesigning their social media presence and following.

Legislative & Press Intern, U.S. Congress, Washington, D.C.

Jan. 2012 – June 2012

U.S. Senator Robert P. Casey (D-PA) and U.S. Representative Debbie Wasserman Schultz (D-FL)

- Drafted and distributed press materials for Member's website and for local and statewide media outreach.
- Assisted staff with event logistics, press conferences and national television interviews.
- Drafted press releases, constituent letters, and led Capitol tours.

Communications Assistant, Spitfire Strategies, Washington, D.C.

Sept. 2011 – March 2012

- Developed inaugural social media plan for Spitfire's Facebook, Twitter, and Google+ pages.
- Drafted columns, op-eds and memos focused on health care, foundations, nonprofits, and environmental issues.

- Managed three consumer and hospitality clients, pitched and secured earned media. Purchased digital ads and managed social media accounts to increase client visibility and sales.

CAMPAIGN EXPERIENCE

Previously phone bank manager, canvass coordinator, Election Day headquarter manager for local and state campaigns: 2014 Massachusetts Democratic Party's coordinated campaign; 2016 New Hampshire and Massachusetts Democratic Presidential Primaries. 2020 Clean Energy for Biden.

EDUCATION & SKILLS

University of Florida, May 2011, Bachelor of Science in Public Relations with a concentration in Political Science
Social media/Digital platforms: Facebook, Twitter, Instagram. Programs: Google Analytics, Google Ads, Facebook Ads.

REFERENCES

Kendra Barkoff Lamy

Senior Vice President, SKDKnickerbocker

Previously Press Secretary to then Vice President Joe Biden

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Eben Burnham-Snyder

Currently Vice President of Communications, Cheniere Inc.

Formerly Director, Office of Public Affairs, U.S. Department of Energy

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