

## PROFESSIONAL EXPERIENCE

### **Director of Communications, U.S. Senator Chris Coons of Delaware** (Washington, D.C.) - *December 2010 to Present*

I manage and direct all official communications, including press outreach, digital strategy, and public activities. As the national press secretary, I speak on the record, brief reporters on background, draft press statements, write speeches, and prepare the senator for interviews, including Sunday talk shows. Having developed a visual brand for the office, I direct (and often execute) all creative projects, including white papers, promotional materials, videos, and signage. A member of the senior staff, I also advise the senator on a wide range of political and policy matters, and manage a full-time staff of four. The Senator's chairmanship of the Senate Foreign Relations Subcommittee on African Affairs has also given me significant policy experience on an array of foreign policy matters, especially with regard to sub-Saharan Africa.

### **Adjunct Professor, The George Washington University** (Washington, D.C.) - *August 2014 to Present*

I teach a master's class on political digital strategy in the Graduate School of Political Management.

### **Senior Communications Strategist, Chris Coons for Delaware** (New Castle, Del.) - *January 2011 to November 2014*

I advised the campaign on message, press, branding, and digital strategies, and managed the campaign's debate-prep activities.

### **Press Events Coordinator, Obama for America-Florida** (Tampa, Fla.) - *October 2012 to November 2012*

As a volunteer on leave from the Senate, I managed "bracketing" press activities for visits to the state by Mitt Romney and Paul Ryan, developing targeted messaging, selecting and recruiting surrogates, and coordinating execution. I also managed the seven-day, 25-stop "Gotta Vote" bus tour's Florida leg, working with the Democratic National Committee and Obama for America headquarters to plan stops, recruit surrogates, and manage staging. Other responsibilities included rapid response strategy, on-site press wrangling, drafting advisories and releases, pitching reporters, and election-night press management.

### **Vice President for New Media Strategy, Kennedy Communications** (Washington, D.C.) - *March 2010 to December 2010*

In addition to developing websites for a portfolio of campaign clients, I worked with several campaigns and organizations to develop and execute innovative digital strategies using tactics including blast emails, online advertising, social media, blog outreach, microsites, and more. My work in the cycle was honored with a gold Pollie for Best Use of Social Media and a silver Pollie for Best Campaign Website. I also effectively worked as a full-time staff member for two successful campaigns:

**Director of New Media, Chris Coons for Delaware** (Newark, Del.) - *March 2010 to November 2010*

**Director of New Media, Vince Gray for Mayor** (Washington, D.C.) - *March 2010 to December 2010*

### **Senior Strategy Client Manager, Blue State Digital LLC** (Washington, D.C.) - *February 2008 to February 2010*

I worked with a diverse portfolio of campaigns, organizations and corporations in developing and executing innovative web communication strategies. Whether through a robust website, an aggressive email program, social media platforms, or blog outreach, my team's goal was to build online communities and activate supporters. My portfolio of clients included Senator Ted Kennedy, Senator John Kerry, Governor Martin O'Malley, Barack Obama's Presidential Inaugural Committee, the U.S. Olympic Committee, the American Cancer Society Cancer Action Network, and more.

### **Creative Director and Founder, On Deck Communication Studio LLC** (Arlington, Va.) - *December 2004 to January 2008*

I worked with organizations and campaigns on general communication strategy, digital strategy, and graphic design.

### **Director of Communications and Public Policy, The Performance Institute** (Arlington, Va.) - *August 2002 to December 2004*

I led the advocacy and media efforts of the non-partisan think tank, assembling coalitions around campaigns and events.

## JOURNALISM EXPERIENCE

**Publisher, NationalsDailyNews.com** (Washington, D.C.) - *January 2005 to May 2011*

**Managing Editor, Highbridge Horizon** (Bronx, N.Y.) - *September 2001 to August 2002*

**Reporter, Daily Times** (Delaware County, Pa.) - *May 2000 to May 2001*

**Correspondent and Columnist, Times-Herald Record** (Hudson Valley, N.Y.) - *October 1996 to September 1998*

## EDUCATION

**Master of Arts** in Political Management from The George Washington University, Washington, D.C. - *May 2004*

**Bachelor of Arts** in Communication from Villanova University, Villanova, Pa. - *May 2001*

## SPEAKING ENGAGEMENTS

I lecture regularly at Georgetown University, American University, The George Washington University, and the University of Delaware, and have spoken to conferences and meetings of the European Institute, American Association of Political Consultants, New Organizing Institute, Academy for Educational Development, League of Women Voters, and more.