

VANESSA HARMOUSH

(b)(6)

EDUCATION

Univ. of Colorado Boulder, B.S. in Broadcast Journalism,
Minor in Leadership

COMMUNITY INVOLVEMENT

Vice President, Denver Young Democrats
Board Member, Cobalt Advocacy
Crisis Hotline Advocate, The Blue Bench

LANGUAGES

Fluent French, Conversational Arabic

PROFESSIONAL EXPERIENCE

Colorado Communications Director, Biden for President; Denver, CO; Aug 2020 - Nov 2020

- Developed relationships with and pitched reporters, resulting in successfully placing nearly 300 news stories in news outlets, across three media markets and two languages
- Oversaw and ensured consistency of messaging in all public materials and events held by campaign
- Managed a communications team of four to ensure all day to day work continues
- Worked daily with stakeholders, elected officials, organizations and community leaders to ensure consistent and effective messaging
- Managed the communications budget and applied it to hiring, partner engagement, in person events, and paid media
 - Handled six-figure budget on paid media ads for radio, print and digital
- Created and implemented the communications strategy of the Colorado campaign
- Organized press for elected officials at various levels including: municipal, city, state, and federal office

Communications Director, Rocky Mountain Values

Denver, CO; July 2019 - July 2020

- Acted as interim Executive Director of the organization for four months while new leadership was found
 - Oversaw the communications, digital, research and organizing team during this time

- Managed the seven figure budget of the organization and applied it to large-scale paid media, digital, office needs, community engagement and more
- Developed relationships with and pitched reporters, resulting in successfully placing over 100 news stories in local and national news outlets, including POLITICO, Westword, Denver Post, Huffington Post, Colorado Sun and more
- Managed communications team and interns to ensure day to day and long term projects were managed
- Worked daily with stakeholders, elected officials, organizations and community leaders to ensure consistent and effective messaging
 - Worked with elected officials at all levels including city, state, and the federal level
 - Worked with organizations, community leaders, and government agencies on tasks
- Developed overall strategic messaging on issues of health care and climate federal legislation and to the votes of Sen. Cory Gardner that guided - press and digital content, partner messaging, talking points, speeches, op-eds, and more to hold the Senator accountable to his constituents
- Organized and managed press, educational and political events, rapid response communication, and partner organization engagement
- Wrote, advised, and oversaw production of seven commercials for a \$2.7 million ad buy

Deputy Communications Director, Colorado House Democrats Denver, CO; Dec 2018 - July 2019

- Worked directly with House leadership, including the Speaker of the House, Majority Leader and more
- Handled the press and digital engagement plan for all 41 Democratic elected officials in the House
- Coordinated with Senate members and stakeholders to ensure accuracy in messaging on various issue area
- Developed relationships with and pitched reporters, resulting in successfully placing hundreds of news stories in local and national

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news outlets, including the Associated Press, New York Times, Denver Post, Good Morning America, NBC, and more.

- Developed digital strategy, oversaw website, created shareable online content including original videos and graphics, and managed all social media platforms, resulting in over two million impressions in four months
- Developed day-to-day and overall strategic messaging on behalf of the House Democrats
- Strategized with individual caucus members to develop their online and press engagement

Associate Director of Digital Communications, State Innovation Exchange (SiX) Denver, CO; May 2016 - Aug 2018

- Created the digital strategy and engagement plan for the organization and for individual state legislators by crafting digital tool kits consisting of online graphics and videos resulting in a 60% growth in Twitter and Facebook followers
- Managed internship and fellows program by training and providing day to day tasks
- Oversaw the digital budget and applied it to paid media
- Developed robust email marketing and fundraising campaigns increasing email subscribers by 50%, raising \$175,000
- Trained over 200 state legislators from across the country on best practices for effective digital communications by developing and leading webinars and in-person trainings

Production Resident, Al Jazeera America, America Tonight Washington, D.C.; May 2014 - Aug 2014

- Produced on-air and digital stories on topics ranging from international affairs to local crimes
- Researched and developed story ideas
- Prepped on-air interviewees including business leaders, organizations leaders, elected officials, and community activists
- Wrote digital stories to accompany on-air pieces
 - Worked with reporters to ensure digital stories aligned with their on-air pieces

Press and Constituency Fellow, U.S. Senator Mark Udall Denver, CO; Dec 2013 - May 2014

- Supported press outreach by drafting press releases and social media content for the U.S. Senator
- Managed constituent outreach on issues ranging from immigration to local issues and inquired with federal agencies on behalf constituents
 - Contacted state and federal agencies to inquire on status of constituent cases and handle any complaints from constituents
- Supported the communications, legislative and leadership staff by providing assistance by taking over day to day tasks and long term projects
- Handled constituent walk-ins and provided information on various issue stances of the Senator