

Jesse Lawder

EXPERIENCE

Planned Parenthood of the St. Louis Region and Southwest Missouri

Advocates of Planned Parenthood of the St. Louis Region and Southwest Missouri

Vice President, Marketing and Communications *(March 2017 - present)*

- Results:
 - Conceived and executed communications plan in 2019 to maintain licensure for the last remaining abortion provider in Missouri, acquiring favorable coverage in every major national and international media outlet in the world, and resulting in the clinic regaining its license after a protracted court battle.
 - Managed the rollout and marketing for new Illinois facility in October 2019, securing favorable coverage in local and national press, and resulting in more than 7,000 patients served in the first year alone.
 - Led content overhaul on 180-page website in 2017, incorporating SEO and UX best practices, and resulting in a web traffic increase from 512,954 annual pageviews in 2016 to 1,500,859 in 2019, an increase of 292% over three fiscal years.
 - Oversaw marketing team to increase the number of annual online appointment bookings by 75% pre-pandemic, booking more than 22,000 appointments in FY 19.
 - Led rebound of online appointment bookings through pandemic, netting year-over-year increases in November and December 2020 and increasing monthly online bookings by 1000% from April-December.
 - Led successful launch of first-ever telehealth program for GYN services during 2020 pandemic, resulting in 4,485 patients receiving virtual care from April-December 2020.
 - Provided executive leadership for employee and patient engagement efforts, resulting in highest increase in employee satisfaction in the Planned Parenthood Federation.
- Senior executive responsible for all internal and external communications and marketing for two 501(c)(3) health care providers, a 501(c)(4) social welfare organization, and a 527 Political Action Committee, directly supervising two staff and managing more than a dozen spokespeople within the organizations.
 - Responsible for strategic planning and execution of communications and marketing campaigns for policy initiatives, patient recruitment, and development for organizations with a total operating budget of \$15 million.

- Responsible for marketing and communications budget for all organizations, including regulatory compliance.
- Chief marketing officer in charge of digital, print, and multimedia advertising.
- Responsible for managing relationships with internal and external stakeholders, including senior leadership, more than 30 board members, over 40 coalition partners, agency vendors, and regional and national media.
- Chief media spokesperson and media relations officer.
 - Manage all proactive, reactive and crisis communications in health care and advocacy.
 - On the record spokesman, responsible for reviewing talking points, press releases and interview preparation for other senior officials.
 - Provided leadership for media training more than 30 affiliate staff and board members.
 - Managed local, national and international media converging on St. Louis to cover the last abortion provider in Missouri and the state's efforts to shut it down.
- Chief brand officer for Planned Parenthood in charge of trademark compliance and health center branding.
 - Led internal and external redesign of health centers, including two new facilities.
 - Responsible for overseeing compliance, including auditing health care and administrative facilities and leading accreditation efforts around marketing and trademark compliance.

U.S. Department of Labor – Washington, D.C.

Chief of Staff, Office of Public Affairs (*Dec 2014 - Jan 17*)

- Served as a senior level advisor for departmental communication efforts.
 - Served as on the record spokesman for the Department of Labor with national media outlets.
 - Worked directly with White House staff on high profile administration initiatives, including Trans-Pacific Partnership, agency rulemaking, efforts to raise the federal minimum wage and provide paid leave to workers .
 - Managed Department of Labor regulatory outreach activities.
 - Managed rapid response and reactive/crisis communication efforts for the department.
 - Lead work groups and interagency efforts to improve communication around public health crises, strategic enforcement efforts and other sensitive issues.
 - Created a new suite of press products to improve outcomes in earned media, resulting in a dramatic increase in the amount of news stories generated by agency press releases.
- Managed daily operations for Public Affairs office
 - Lead strategic planning and operations for \$25 million agency with more than 60 staff, including media relations, field operations, digital media, multimedia, web services and public information.
 - Oversee procurement and operational decision-making.
 - Manage agency hiring and promotions and employee engagement efforts.
 - Oversee transition of website to content management system.

- Built a Digital Strategy team to increase graphic content, including motion graphics and videos, on social channels.
- Increased social media followers by 84% on Twitter and Facebook (275k >> 509k).

Director of Special Projects, Office of Public Affairs *(Aug 2013– Dec 14)*

- Led public outreach efforts on regulatory priorities.
 - Managed rollout and public engagement efforts around rulemaking on silica, coal dust, black lung benefit reform and other safety and health reforms.
- Represented the Labor Department on key administration priorities.
 - Served as interagency liaison for implementation of Executive Order 13650 on improving chemical facility safety and security.
 - Led department's public response to the Ebola outbreak.
- Managed media outreach to further agency initiatives.
 - Managed relationships with investigative journalists to shape long-form series' on black lung disease, grain bin deaths, stymied efforts to regulate chemicals and other protracted stories.
 - Managed communication following major industrial disasters, including the West Fertilizer plant explosion, the Philadelphia building collapse and the West Virginia chemical spill.
 - Oversaw development of policy paper linking workplace safety with inequality.

Special Assistant to the Senior Advisor for Communications and Public Affairs *(August 2011– Aug 2013)*

- Oversaw crisis communications for the Department, including large scale industrial catastrophes, natural disasters and politically-volatile situations.
 - Primary liaison to federal response agencies during Hurricane Sandy and other disasters.
 - Led communications efforts following the explosion at the Upper Big Branch mine, including writing the Accident Investigation Report's executive summary, working with the U.S. Attorney's office, and coordinating high-profile public briefings in Washington, D.C. and in the field.
- Led effort to amplify the President's call to raise the minimum wage and ACA outreach efforts.
- Utilized relationships with journalists to create narratives highlighting enforcement and outreach initiatives of the Department's safety and health agencies.
 - Managed communication strategy and implementation for OSHA's Heat Campaign, National Safety Stand-Down for construction workers and other major national initiatives.
 - Placed stories in 2011 and 2012 in major outlets highlighting the rise in mining jobs paralleling the lower injury and fatality rates.
 - Aided in development of PhD dissertation analyzing the deterrent effects of OSHA press releases, which found a single press release improved compliance at other facilities by 73 %.
- Temporary assignments -
 - Assumed duties of Senior Managing Director for Public Affairs from Dec. 2012-April 2013

Communications Officer, Office of Public Affairs *(August 2009 – August 2011)*

- Served as on-the-record spokesperson for veterans' employment, job training for at-risk youth, workers' compensation and other departmental issue areas.
- Composed and edited press releases, opinion pieces, blogs and articles amplifying significant events and topical issue areas to further the mission of the Department.
- Placed stories in major markets, including the Los Angeles Times' coverage of Veterans' employment and the New York Times' coverage of the 100th anniversary of the Triangle Shirtwaist Factory fire.
- Represented the Department on the U.S. Interagency Council on Homelessness and the Interagency Council on Veterans Employment.
- Led communications following Upper Big Branch mine explosion.

Obama-Biden Presidential Transition Team – Washington, D.C.

Researcher - NSA Review Team, Department of Defense *(November 2008 – January 2009)*

- Coordinated internal communications and analysis for National Security Agency Review Team.
- Compiled research for team briefings and stakeholder meetings.
- Prepared reports and contributed to compilation of User's Manual for the Department of Defense.

Obama for America- Broward County, Fla.

Field Organizer *(June 2008 - November 2008)*

- Managed core group of 500 volunteers – created team infrastructure to maximize outcomes and provide efficient oversight.
- Exceeded campaign vote goal by 37%, the highest percent-to-goal in Florida.
- Delivered remarks at dozens of campaign events with high-profile surrogates, including Hillary Clinton and Cynthia Nixon.

EDUCATION

Webster University

Bachelor of Fine Arts

4-year intensive program with emphasis in verbal communication, text analysis, historical analysis, sociological research, speech, writing and scansion.

VOLUNTEERING

Webster University Alumni Board of Directors (2019-Present)

AWARDS

Planned Parenthood *Excellence in Advocacy* Award - Planned Parenthood Advocates in Missouri (2020)

Hermes Platinum Award for Public Relations Campaign – DOL Heat Illness Prevention (2013)

Thoth Award for Best Public Service Campaign – DOL Heat Illness Prevention (2012)

U.S. Department of Labor Secretary's Honor Awards - Upper Big Branch Accident Investigation (2012)

MarCom Gold Award for Magazine Placement – Construction safety feature in Construí-Guía (2012)

U.S. Department of Labor Secretary's Honor Award – Upper Big Branch Mine Rescue & Recovery Team (2010)