

## Contact

[www.linkedin.com/in/alexa-c-lopez](https://www.linkedin.com/in/alexa-c-lopez)  
(LinkedIn)

## Top Skills

Politics

Community Outreach

Campaign

## Languages

Latin

French

# Alexa Lopez

Assistant Administrator for Strategic Communications and Public Affairs (Head of Public Affairs) at Transportation Security Administration (TSA)

United States

## Summary

Energetic and results-driven senior media relations and communications professional with demonstrated success in internal/external/crisis communications, branding awareness, press release planning and implementation, cultivating and maintaining effective relationships with media, proactive media outreach, and staff management in public and private sectors.

Graduate of Indiana University School of Public and Environmental Affairs with two masters degrees (Public Affairs and Arts Administration).

---

## Experience

Transportation Security Administration (TSA)

Assistant Administrator for Strategic Communications and Public Affairs (Head of Public Affairs)

February 2021 - Present (2 years 7 months)

Springfield, Virginia, United States

American Society of Civil Engineers

Senior Manager of Public Affairs and Media Relations

October 2018 - January 2021 (2 years 4 months)

Washington D.C. Metro Area

In this role, I oversee all media relations activities related to the Society. I also develop communications strategies to convey ASCE's advocacy work on infrastructure, which includes economic reports on transportation, electricity, water & wastewater, aviation, ports, and inland waterways. I spearhead all external communications on ASCE consensus-based standards, policy reports, the nationally-cited Infrastructure Report Card, and infrastructure-related legislation. I craft and disseminate all press releases, OpEds, and official press statements, draft talking points for ASCE subject matter experts-- topics which range from resilient infrastructure, the Infrastructure Report

Card, state of infrastructure and investment needs, bridge/dam collapses, COVID-19 impacts, and more. I manage all incoming media queries and identify the appropriate ASCE spokesperson as well as media train if needed. I also manage/create social media content for ASCE's Government Relations Facebook and Twitter pages. I manage and draft blogposts, copy edit reports, and started the first external monthly newsletter on infrastructure initiatives for the Society. In preparation for the 2021 Infrastructure Report Card, I drafted the Energy chapter alongside ASCE members who work in the energy sector and oversee all media relations activities for the 2021 Infrastructure Report Card, including managing consultants/vendors for the 2021 Infrastructure Report Card.

### Ogilvy Public Relations

Media Relations Specialist/Account Supervisor

March 2017 - October 2018 (1 year 8 months)

Washington D.C. Metro Area

Account Supervisor for Ogilvy/Contractor onsite at the National Institute on Drug Abuse (NIDA) under the National Institutes of Health (NIH).

In this position, I provided media relations support to the NIDA Press Office by responding to media queries on a variety of topics from drug misuse to the opioid crisis, facilitated media interviews with NIDA subject matter experts, developed regional and national press contacts and maintained relationships with those press contacts, crafted press announcements about new research in the addiction field, and coordinated submissions as well as drafted internal monthly staff newsletter.

### FEMA

Press Secretary/Associate Director of Public Affairs

July 2016 - January 2017 (7 months)

Washington D.C. Metro Area

Schedule C Appointee

\*Deployed to Georgia as Media Relations Manager in support of Hurricane Matthew in October 2016

I served as on-the-record spokeswoman for FEMA and the primary liaison with national news media on preparedness and FEMA assistance.

I supervised media relations team of five, provided 24 hour a day, seven day a week access for emergency and critical matter communications, including but not limited to media monitoring reports, talking points, and press releases.

I managed proactive media outreach to support FEMA's work to serve survivors, formulated and executed standard operating procedures for media interviews, press conferences, press release distribution, and created media lists for media outlets during disaster mode.

I coordinated press release distribution with Department of Homeland Security and White House Public Affairs, tracked and monitored incoming press queries, pitched reporters weather preparedness tips to local, regional, and national media, and facilitated op-ed placement to national and regional media outlets.

I drafted, distributed, and posted press releases, planned media engagement opportunities with subject matter experts through phone, on-camera, and satellite interviews, conducted live and taped interviews with local and national radio stations and print media to promote the FEMA App, discussed preparedness, FEMA response and recovery process, and managed interviews with FEMA Administrator and other subject matter experts.

I also analyzed GAO and OIG reports on FEMA matters and drafted official FEMA responses to queries,

functioned as FEMA photographer for swearing-in ceremonies with the FEMA Administrator and other FEMA events, reported on daily FEMA public events and activities on daily White House Cabinet communications and Department of Homeland Security Public Affairs conference calls, and fostered and maintained local, regional, and national media contacts.

## Indiana University Kelley School of Business

### Associate Director

January 2016 - July 2016 (7 months)

Bloomington, Indiana Area

In this position, I developed strategies for long-term planning of the +Kelley initiative (first-time program) by identifying trends and directing a variety of student development services and programs that support the mission of +Kelley, and fostered strategic relationships with college deans, department chairs, and college advisors to promote the value of the +Kelley initiative. I also recruited students from Indiana University, DePauw University, and Rose-Hulman through presentations and information sessions, directed a marketing team to launch the first official +Kelley website by providing content and digital marketing strategies, oversaw recruitment efforts and implementation of recruitment events of Associate Director of Student Recruitment, and grew the program by 300% over the two-year period. The goal of this program is for students to combine the power of the engineering or liberal arts education with in-demand business skills, but pursuing a Kelley School of Business master's

degree. I left the position because I was offered a Schedule C appointee position at FEMA in Washington, D.C.

<https://kelley.iu.edu/programs/plus-kelley/index.cshtml>

### Ivy Tech Community College

Adjunct Professor

January 2016 - May 2016 (5 months)

Bloomington, Indiana Area

In this position, I taught a class of 27 students an Introduction to Political Science course (POLS 101: Introduction to American Government and Politics) twice a week while working at Indiana University full-time. I planned lectures, assigned projects, drafted exams, and graded all assignments and exams.

### City of Bloomington, IN

3 years 6 months

Communications Director

January 2015 - January 2016 (1 year 1 month)

Bloomington, Indiana Area

In this position, I served at the pleasure of the mayor as spokeswoman for the Mayor and the City of Bloomington, composed daily press releases for distribution, crafted official City proclamations, developed talking points for mayoral appearances, and drafted speeches, guest columns, and other presentations. I also scheduled, implemented and managed photography as well as audio and video recording of events for City purposes, provided 24 hour a day, seven day a week access for emergency and critical matter communications, directed City emergency communications planning in conjunction with City leadership, and chaired monthly meetings with department heads to create departmental and divisional marketing and communications strategies. I oversaw all promotional, and public relations materials created by all City departments to ensure professional and coordinated communications and consistent messaging, analyzed media coverage, and maintained current awareness on issues of relevance to the City. I supervised and hired all interns/fellows for the Office of the Mayor, devised and monitored all social media strategies for City of Bloomington Facebook, Instagram, and Twitter accounts, and identified ways to make City marketing funds stretch further by negotiating City-wide advertising contract.

When the Director of the Bloomington Entertainment and Arts District (BEAD) left her position, I filled the necessary duties of the office while also serving

as City Communications Director. In this position, I oversaw marketing efforts, facilitated BEAD Advisory Meetings, and drafted grants,

**BEAD Marketing and External Communications Coordinator**  
January 2013 - December 2014 (2 years)

Bloomington, Indiana Area

In this assistantship, I organized event information and other special announcements in the Bloomington Economic Arts District (BEAD), communicated with local artists, organizations, and businesses regarding upcoming events, promoted BEAD and other downtown events through social media channels (Hootsuite, Facebook, Twitter, Pinterest, YouTube), compiled the weekly BEAD E-Newsletter, and maintained destination and city websites with events and attractions.

**Marketing Assistant**

June 2014 - August 2014 (3 months)

Bloomington, Indiana Area

In this arts administration practicum, I orchestrated a first-time marketing plan for the Holiday Show in November, which will feature three local art guilds: Bloomington Spinners & Weavers, Local Clay Potters' Guild, and Bloomington Glass Guild; coordinated with regional artisan guilds to develop event; aided and trained team members to post on social media outlets; developed social media outlets.

<https://www.facebook.com/artisanguilds>

**Office of the City Clerk**

August 2012 - March 2013 (8 months)

Bloomington, Indiana Area

As an assistant in the City Clerk's Office, I served as face of the office and assisted in City parking ticket appeals as well as other customer service needs. I edited City Council meeting minutes, helped digitize City ordinances, and answered the City Clerk and Council phone lines.

**International Programs Institute of Development Strategies and  
SPEA Overseas Education Programs**

**Graduate Assistant**

June 2013 - December 2014 (1 year 7 months)

Bloomington, Indiana Area

In this graduate assistant position, I strategized new program ideas and formulated ideas into proposals to the Overseas Studies Advisory Council

(OSAC); established and handled protocol for student engagement in Overseas Education programs by constructing student handbooks for Overseas Education Programs; Served as on-site teaching assistants for The Museums of Paris in Paris France and Globalization and Public Policy: The European Context in Berlin, Germany; crafted syllabi and contacted organizations and federal ministries for both programs; promoted Overseas Education programs.

### WonderLab Museum of Science, Health, and Technology Development Assistant

June 2014 - September 2014 (4 months)

Bloomington, Indiana Area

In this arts administration practicum and internship, I assisted in annual Science Night Out fundraiser planning, researched and developed grant proposals, oversaw corporate sponsorships, assisted with planned giving and major gift initiatives, and processed donations to the nonprofit.

### Indiana University

1 year 4 months

#### Teaching Assistant

June 2014 - June 2014 (1 month)

Paris Area, France

In this position, I recruited students to attend this first-time arts administration trip: The Museums of Paris for course credit, and led a group of 8 students around Paris each day to museums. I assisted Dr. Frank Lewis in daily tasks for the trip such as planning weekend trips to Versailles and Giverny and purchasing tickets for students, such as the Paris Pass. I also graded the students' final projects.

#### Teaching Assistant

May 2014 - May 2014 (1 month)

Berlin Area, Germany

In this position, I assisted Professor David Audretsch and Professor Gregory Witkowski in writing the course syllabus for SPEA-V450: Globalization and Public Policy: The European Context. I scheduled lectures with leaders in economics, the environment, and nonprofits in Germany, recruited students to attend the trip, scheduled visits to museums, ministries, and other nonprofits, and led a group of seventeen students each day. I also graded final papers.

#### Research Assistant for Professor Matthew Baggetta

March 2013 - April 2014 (1 year 2 months)

#### Bloomington, Indiana Area

In this position, I compiled research through literature reviews, communicated with academic scholars, blogged about campaign organizing tactics, and collaborated with researchers all over the world on the importance of community organizing in the the Leading Change Network. I also attended and participated in online web conferences and reported back to the supervisor of the research position, Dr. Matthew Baggetta.

<http://leadingchange-researchnet.squarespace.com/>

Graduate Teaching Assistant for Festival Management (SPEA-A 450)  
March 2013 - May 2013 (3 months)

#### Bloomington, Indiana Area

In this position, I graded papers for over 30 students and oversaw students' final projects, which was planning a festival.

#### Ivy Tech Community College

Assistant Director of Admissions/Recruiter

June 2011 - August 2012 (1 year 3 months)

#### Bloomington, Indiana Area

In this position, I recruited students at high schools in Lawrence, Greene, Monroe, Martin, Morgan, and Owen Counties. I also helped students adjust to the college lifestyle, advised walk-in students and newly admits, called recruits the college, and worked to get the Ivy Tech name out at local businesses from Bedford and Bloomington to Bloomfield, Martinsville, and other surrounding areas. I served as the first point-of-contact in Admissions when walk-ins came through the advising center. I also planned and organized the first official Ivy Tech Parent Night/101 Night, which is still in existence today. I left the position to attend graduate school.

#### Shelli Yoder for Congress

Communications Coordinator

February 2012 - July 2012 (6 months)

#### Bloomington, Indiana Area

In this position, I oversaw communications for a 2011 U.S. House campaign for the 9th congressional district of Indiana. I drafted press releases, created and maintained media contacts and assisted with fundraisers through the primary election. Shelli Yoder ran in a crowded field of five candidates and won the Democratic nomination with 47% of the primary vote.

Mark Kruzan for Mayor  
Deputy Campaign Manager  
January 2011 - November 2011 (11 months)  
Bloomington, Indiana Area

In this position, I organized fundraisers, press conferences, door-to-door canvasses, phone banks, and other campaign outreach for the former mayor of Bloomington, Mayor Mark Kruzan, during the Bloomington, Indiana Democratic primary. I also recruited and retained interns and volunteers. The campaign secured a victory of 60% over 30%.

Indiana Democratic Party  
Indiana Democratic Party Field Organizer  
June 2010 - November 2010 (6 months)  
Bloomington, Indiana Area

Field organizer for Congressman Baron Hill's re-election, Pete Buttigieg for State Treasurer, Vop Osili for Secretary of State, and Sam Locke for State Auditor.

In this full-time, 12+hours/day position, I recruited over fifty interns to work 15-30 hours a week during the summer, retained over 200 active volunteers and met volunteer recruitment and voter contact goals each week by having teams make 4,500 phone calls and knock on over 1000 doors each week, served as the main field organizer for the Bloomington and IU campus area, and registered over 3,500 voters on and off campus.

I managed 13 teams between June and November and recruited over 13 Neighborhood Team Leaders, oversaw three staging locations during GOTV (Get Out the Vote), and oversaw all volunteer offices in Brown and Monroe Counties and IU Campus.

I organized over 20 house meetings between June and November, held over 15 1-on-1 meetings per week, and held daily phone banks with over 10 phone bankers and at least 2 canvassers at each shift.

I used software databases to track voter contact and volunteer recruitment (Voter Activation Network).

College of Arts and Sciences Office of the Dean  
Secretary/Executive Assistant  
June 2009 - June 2010 (1 year 1 month)



#### Bloomington, Indiana Area

In this summer position during college, I input supply orders for the office, crafted spreadsheets on various needs for the deans and office, created a new system for tracking tenure documents for College of Arts and Sciences staff, scheduled meetings for the deans, assisted with college awards ceremonies, and served as the face of the office when dignitaries, students, and staff came in to meet with one of the deans.

#### Office of Congressman Baron Hill

##### Congressional Intern

July 2009 - December 2009 (6 months)

#### Bloomington, Indiana Area

In this position, I served as a congressional intern for a long-time Indiana congressman (1999 to 2005 and from 2007 to 2011). I assisted with constituent casework, answered constituent phone calls, and drafted responses to constituent letters. I input all data into IQ system.

#### Dorothy Lane Market

##### Specialty Cheese Associate

April 2003 - December 2009 (6 years 9 months)

In this position, I worked as a cashier and Specialty Cheese Associate in high school and throughout college during holiday breaks for a gourmet local grocery store chain.

As Specialty Cheese Associate, I ordered cheese and created cheese displays for the store, took inventory, organized wine and cheese tastings, and helped customers. I also won the award for Employee of the Month while employed at Dorothy Lane Market.

<https://www.dorothylane.com/>

#### Press Office of Senator Charles. E. Schumer

##### Press Intern

January 2009 - May 2009 (5 months)

In this position, I drafted press releases, prepared daily press clips assembled daily electronic memo of previous day's press coverage for office circulation, monitored national and regional news for stories of interest to the Senator, and staffed on-camera interviews with press secretary.

#### Indiana Memorial Union Board

##### Performing Arts Director

January 2008 - January 2009 (1 year 1 month)

Bloomington, Indiana Area

In this extracurricular activity, I was responsible for planning, marketing, and promoting campus and community programs for the Arts - particularly the sold out production of Cabaret and other activities for students on campus. I collaborated with a board of student leaders to initiate new and diverse programming, crafted budgets and tracked expenses for each program, and developed professional relationships with co-sponsors and businesses.

Democrats of Indiana

2 years

Membership Director

July 2007 - July 2008 (1 year 1 month)

Indianapolis, Indiana Area

In this position, I organized the Annual College Democrats of Indiana Convention and sent out invitations to college students across Indiana as well as collaborated with College Democrats from around the state to plan the monthly conferences and strategies for securing Democratic seats in Congress and the Indiana Statehouse. I also monitored and updated College Democrats of Indiana database.

Text Floor Worker

August 2006 - January 2008 (1 year 6 months)

Bloomington, Indiana Area

In this part-time job while completing my undergraduate education, I ordered school textbooks for the main college bookstore, stocked bookshelves, and updated bookstore databases. I also worked in customer service as a cashier on the textbook and clothing floors.

---

## Education

Indiana University Bloomington

Master's Degree, MPA in Public&Nonprofit Management; MA in Arts Administration · (2012 - 2014)

Indiana University Bloomington

B.A, English, Political Science, Philosophy · (2006 - 2010)