

Kirsten Allen

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SUMMARY

Kirsten Allen is a seasoned communications professional with nearly 10 years of experience advising and directing strategy for elected officials, presidential campaigns and candidates at the state and local level. Proven success developing, managing and implementing media strategies and measuring results across traditional media and digital channels – including congressional oversight strategy in pandemic response. Experienced managing large and small teams and coordinating across agencies, organizations and internal offices to align strategic goals and desired outcomes.

WORK EXPERIENCE

U.S. HOUSE OF REPRESENTATIVES, *Communications Director*

Select Subcommittee on the Coronavirus Crisis

June 2020 – Present

- Hire and manage press and digital team for newly formed subcommittee — as mandated by Speaker of the House — to work in tandem with Speaker’s office, House oversight committee and House Majority Whip team
- Direct and coordinate messaging, media and outreach opportunities across seven congressional offices, three committee chairs, House Democratic leadership, and allied national organizations
- Advise Chairman James E. Clyburn on messaging, prepare remarks, and staff interviews on actions of the Select Subcommittee and the Trump administration’s pandemic response
- Develop and execute communications and strategic plan to enhance visibility and credibility of the Committee as the principal oversight panel for historic federal pandemic relief funding
- Work with Congressional, White House and international press corps on investigations and oversight inquiries to expose political interference in the public health response and \$4 billion in potential fraud in relief programs

DCCC, *Deputy Communications Director*

Jan. 2020 – May 2020

- Managed ten-person communications team and provided message guidance; developed press strategy for six regional press secretaries defending 40 frontline Democratic districts and targeting 45 Republican districts
- Supervised \$3+ million budget including digital and television advertising across 60 media markets and 70 congressional districts
- Developed and executed strategic messaging in House Democrats’ effort to protect and expand the House majority as member of a three-person senior communications team
- Synthesized battleground research, polling, and earned and paid media tactics to drive Democratic messaging on health care and the economy to shape negative perception of GOP agenda, voting records, and priorities
- Coordinated with consultants, pollsters, and Speaker’s Office to drive messaging and congressional response and amplify work of frontline members in-district during the COVID-19 pandemic and impeachment trial

KAMALA HARRIS FOR THE PEOPLE, *Deputy National Press Secretary*

Jan. – Dec. 2019

- Developed national media strategy, served as on-the-record spokesperson in charge of planning and executing national state and local endorsement announcements
- Directed African American media and engagement strategy that resulted in exclusive column in Essence magazine
- Pitched, booked, briefed and staffed then-Senator Kamala D. Harris for national television, radio and print interviews
- Cultivated and maintained relationships with national reporters, cable TV, syndicated radio producers and hosts
- Developed messaging guidance for high-profile surrogates including members of Congress, statewide elected officials, and former Administration officials
- Established external communications tools and tactics to ensure consistent clear supporter contact and engagement

ANDREW GILLUM FOR GOVERNOR, *Deputy Communications Director*

Sept. – Dec. 2018

- Senior Spokesperson and traveling communications advisor for Mayor Andrew Gillum, Democratic gubernatorial

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nominee

- Advise nominee on policy proposals and messaging ahead of debates, interviews, and public events
- Managed 12 regional press staff and press assistants

MAHLON MITCHELL FOR WISCONSIN, *Communications Director*

Mar. – Aug. 2018

- Led communications strategy and served as principal spokesperson for progressive Democratic gubernatorial candidate who placed 2nd in primary and garnered 16% of the vote in an eight-way primary campaign
- Executed outreach, engagement and press strategy for 10-day, 20-city statewide policy tour across eight media markets
- Doubled candidate's name ID through strategic local and national earned media strategy
- Worked with Campaign Manager to coordinate paid communications with media consulting team

U.S. HOUSE OF REPRESENTATIVES, *Communications Director*

Jan. 2017 – Mar. 2018

Office of Rep. Bonnie Watson Coleman

- Served as chief spokesperson and communications strategist for second-term congresswoman, working directly with member and senior staff on crafting public image and raising profile in local and national press
- Hire and manage press and digital team in Washington, DC and district offices
- Collaborated with Legislative Director and external stakeholders to create media plans and execute events that educate the public on policies related to the Congresswoman's committee assignments and expertise such as homeland security, criminal justice reform, and climate change

HILLARY FOR AMERICA, *North Florida Regional Press Secretary*

July 2016 – Nov. 2016

- Executed an aggressive communications plan in five North Florida media markets and coordinated closely with the state Press Secretary to advance campaign messaging priorities and localize national issues
- Led rapid response efforts for North Florida media markets and served as regional on-the-record spokesperson
- Managed a network of local surrogates for campaign events; planned and executed regional earned media activities, including scouting and securing locations, prepping surrogates, and advising press events

EDUCATION

HOWARD UNIVERSITY, Washington, DC

Bachelor of Arts in Journalism, Concentration: Public Relations, Minor in Spanish Language