

Dayanara Ramirez

(b)(6)

Professional Experience

U.S. House of Representatives – Rep. Mark Takano (CA-41)

Washington, D.C.

Communications Director

July 2018 – Present

- Serve as primary spokesperson for the congressman with on-the-record experience
- Serve as the Spanish-speaking spokesperson for the congressman with on-the-record, on camera experience
- Manage a bicoastal communications team that is comprised of a deputy communications director in California and a press assistant in Washington, D.C.
- Write and edit House Floor speeches, remarks for Floor debate, speeches and keynote addresses, op-eds, press releases, video scripts, and digital copy
- Translate speeches, talking points, video scripts, and digital copy into Spanish
- Develop and execute an earned media plan including traditional and Hispanic media, new media, and podcasts
- Direct all digital communications and oversee an aggressive constituent email outreach program to our 200,000 email list that grew the congressman's email subscriber list from 8,000 to 60,000 emails in two years
- Film, produce, and edit video content using Adobe Premiere and design graphics using Adobe Photoshop
- Manage a yearly \$2,000 budget for digital ad spending during the three-week long House Democrats Social Media competition and develop Facebook and Google ads that promote issues and casework assistance
- Work with the Member, Chief of Staff, Deputy Chief of Staff, and Legislative Director as a member of the senior leadership team to outline legislative priorities and develop and coordinate core messaging
- Advise the Committee on Veterans' Affairs communications team on Chairman Takano's messaging and spearheaded the committee's rebrand and website overhaul and redesign
- Led crisis communications when the first flight of American diplomats from Wuhan, China arrived in CA-41 during the early stages of the pandemic, developing a daily constituent outreach strategy and proactively briefing local and national media with the latest information received from CDC, HHS, and State Department officials
- Collaborate with DC and District staff on innovative projects that led our office to earn the 2020 Democracy Award for Innovation and Modernization from the Congressional Management Foundation
- Organize Digital Academy, collaborate with tech and social media companies, and lead 6-week training programs for 60 House and Senate staffers yearly partnering with the Office of House Majority Leader Steny Hoyer

Georgette Gómez for Congress (CA-53)

San Diego, CA

Senior Advisor

September 2020 – November 2020

- Crafted an aggressive earned media plan, securing local and national coverage in the campaign's final phase, including profiles in NBC News, The Advocate, them., and appearances on Al Punto, MSNBC, and Telemundo
- Gave domestic policy advice, served as a spokesperson, and led intensive prep for debates and media appearances
- Managed a press secretary, oversaw all digital content creation, and wrote and placed op-eds
- Identified opportunities to engage with endorsers, stakeholders, and supporters and produced issue-specific events

U.S. House of Representatives – Rep. Juan Vargas (CA-51)

Washington, D.C.

Press Secretary/Deputy Press Secretary/Press Aide

September 2016 – July 2018

- Served as primary spokesperson and drafted speeches, press releases, op-eds, letters, and social content
- Organized press events, pitched and coordinated interviews, and drafted English and Spanish talking points
- Created bilingual content for direct mailers, coordinated with outside vendors with an annual \$240,000 budget

Leadership and Volunteer Experience

Democratic Digital Communications Staff Association

Washington, D.C.

External Affairs Director/Communications Director

December 2017 – Present

- Produce annual event attended by 300 Democratic staffers and organize diverse panels of online influencers
- Collaborate with board and Facebook, Twitter, Google to provide digital trainings to House and Senate offices
- Work with Speaker Pelosi, Leader Hoyer, Chairman Jeffries, and Whip Clyburn digital directors and advisors to give digital communications guidance to House offices

LGBT Congressional Staff Association

Washington, D.C.

President/Director At-Large

March 2020 – Present

- Oversee a board comprised of five LGBT House staffers and serve as a spokesperson for the organization
- Plan and coordinate events with external LGBTQ+ partners, LGBTQ+ elected officials, and House and Senate leaders and work with the board to promote Hill diversity
- Collaborate with presidents of several Congressional Staff Associations to address the aftermath of the January 6 insurrection and advocate for greater support and resources for Congressional staff

Congressional Hispanic Staff Association

Washington, D.C.

Senior Advisory Committee Member

June 2019 – January 2021

- Member of advisory committee comprised of bipartisan House and Senate Hispanic senior staff members
- Advise CHSA Board and participate in programming to support the professional development of Hispanic staffers

Katie Porter for Congress (CA-45)

Irvine, CA

Communications Volunteer

October 2018 – November 2018

- Served as acting press secretary
- Drafted talking points and statements, wrote op-eds, created digital content, and fielded press inquiries
- Staffed principal at media appearances and coordinated press advance at high-profile field events

Education

University of California, Los Angeles

Los Angeles, CA

B.A., Communication Studies and Political Science

June 2016