

Giovanni Rocco

COMMUNICATIONS PROFESSIONAL

(b) (6)

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EXPERIENCE

Regional Press Secretary | Biden for President North Carolina

Raleigh, NC | August 2020 – November 2020

- Crafted earned media strategies uniquely tailored for three distinct media markets in Eastern North Carolina.
- Secured local media interviews and drafted message guidance for Joe Biden, Jill Biden, Kamala Harris, and Doug Emhoff.
- Directed the campaign's Spanish-language media strategy across the state to educate and mobilize Latino voters.
- Developed and leveraged relationships with key political reporters to secure multiple exclusives and front-page stories.
- Booked an average of seven interviews per week for national and local surrogates across TV, radio, print, and digital outlets.
- Authored press releases, advisories, statements, talking points, speeches, and op-eds for local candidates and elected officials.
- Organized both virtual and in-person events, including press conferences and GOTV rallies, to garner earned media coverage.

Senior Communications Associate | Washington Center for Equitable Growth

Washington, DC | May 2019 – August 2020

- Crafted messaging for a diverse economic policy portfolio that included the U.S. labor market, paid leave, and unemployment.
- Cultivated relationships with key reporters at national outlets to garner strategic media coverage of leading economic research.
- Shaped content creation efforts for the organization's email marketing campaigns, social media pages, and website.
- Maximized the organization's reach and influence through proactive outreach to new media and local news outlets.
- Media trained top scholars and economic researchers on effective interview tactics, message framing, and op-ed placement.

Press Associate | Center for American Progress

Washington, DC | September 2017 – April 2019

- Developed and executed press strategy for Generation Progress, the youth engagement arm of the Center for American Progress.
- Edited all reports and policy products on issues of the economy, student debt, gun violence, criminal justice, and voting access.
- Coordinated all press inquiries and prepared in-house experts and youth leaders for national and local interviews.
- Elevated the voices of young people through op-ed placements in major national, local, and digital outlets.
- Served as on-the-record spokesperson for all Spanish-language media.

Field Organizer | Florida Democratic Party

Weston, FL | August 2016 – November 2016

- Recruited and trained hundreds of volunteers to make more than 12,000 phone calls and register 350 new voters.
- Developed bilingual outreach tactics to create an inclusive coalition of the city's immigrant, Hispanic, and Jewish communities.
- Supervised six Hillary for America fellows and led student outreach initiatives in local high schools.
- Organized Get Out the Vote efforts that helped increase voter turnout by 4 percent in Broward County.
- Coordinated day-to-day voter engagement efforts in a field office covering 13 precincts.

Communications Intern | Office of Congresswoman Gwen Graham

Washington, DC | February 2015 – May 2015

- Led Congresswoman Graham's media tracking efforts and compiled news clips for daily briefings.
- Created social media graphics and videos for the Congresswoman's social media pages.
- Selected competitively by the Congressional Hispanic Caucus Institute.

Communications Intern | Ministry of Mining, Government of Chile

Santiago, Chile | June 2014 – August 2014

- Authored daily memos for the Minister and Undersecretary highlighting the major news of the day.
- Tracked and reported the Department's daily press hits and media mentions.
- Maintained press lists of over 60 national and regional industry reporters.

EDUCATION

Florida State University

Tallahassee, FL | (b) (6)

- Bachelor of Arts in Media/Communication Studies
- Bachelor of Science in Political Science
- Magna Cum Laude

SKILLS

- Spanish: Native
- Cision
- NGP VAN
- Marketo
- TVeyes
- Zoom
- Salesforce
- Adobe Acrobat
- Google Suite
- Microsoft Office Suite