

# Will Rasky

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## **EXPERIENCE – Professional:**

### **New Hampshire Democratic Party – Concord, NH**

August 2020 - November 2020

#### *Rapid Response Director*

- Managed the negative-track communications strategy and executed messaging tactics for the presidential campaign, embedded by the Democratic National Committee to work in close coordination with Biden For President.
- Led interdepartmental teams to achieve short-term and long-term communications objectives based on the strategic imperatives laid out by state campaign leadership.
- Served as the spokesperson for NHDP covering the presidential campaign, conducting proactive, reactive, and bracketing tactics to maintain a significant net-negative favorability rating for President Donald Trump.
- Recruited, prepared, managed surrogates for negative-track communications goals; conducted media appearances.
- Supported all facets of the Biden For President New Hampshire communications operation as needed.

### **Rasky Partners, Inc. – Boston, MA**

#### *Associate Vice President, State Public Affairs*

December 2018 - July 2020

- Led client teams and managed coalitions across a wide range of policy areas.
- Devised legislative and political strategy for advocacy initiatives.
- Conducted policy analysis across sectors, serving as a principal creator and editor of advocacy communications, distilling our policy positions into content intended for both persuasion and mobilization goals as needed.
- Routinely and directly engaged legislators and executive branch decision-makers at the state and local levels, for the benefit of intelligence gathering and ensuring clear lines of communication on given policy objectives, consistently forging positive relationships at the staff level.
- Worked on all components of the vast majority of the firm's state and local ballot question campaigns, including more recently developing strategy and budget for multiple clients.

### **Janet Mills for Governor – Westbrook, ME**

September 2018 - December 2018

#### *Press Secretary*

- Developed and executed the communications strategy, serving as the principal writer of the campaign's content, including but not limited to digital media, public comments, written interview responses, and policy positions.
- Staffed the candidate for media engagements.
- Drafted speeches and participated in debate and public appearance preparation for the candidate.
- Contributed to paid media strategy and planning.
- Aided the launch of the Governor-elect's transition team, including the rollout of the transition's bipartisan Executive Search Committee and senior staff announcements.

### **Greg Henning for District Attorney – Boston, MA**

March 2018 - September 2018

#### *Campaign Manager*

- Managed, recruited, and trained the campaign staff; created a field operation that recruited over 300 volunteers, and a fundraising program that raised over \$500,000 in six months (MA state contribution limits apply).
- Built and executed the campaign's budget, including direction of the campaign's paid media in coordination with outside consultants and vendors.
- Directed political engagement for the campaign, building a strong coalition of elected officials, labor unions, and community groups.
- Led message development to reflect our polling and the policy positions of the candidate.

### **Maura Sullivan for Congress – Portsmouth, NH**

December 2017 - March 2018

#### *Communications Director*

- Developed the campaign's early messaging with a focus on establishing candidate biography.
- Conducted media training for the candidate, including debate and interview prep.
- Staffed the candidate routinely, including for all media engagements.
- Produced all verbal and written communications including remarks, talking points, and digital media.

### **Rasky Partners, Inc. – Boston, MA**

#### *Senior Account Executive*

November 2016 - December 2017

- Conducted policy analysis across sectors, consistently taking a leading role in drafting advocacy communications.
- Contributed to legislative and political strategy for advocacy initiatives, planning and conducting outreach to legislative and executive branches of government.
- Monitored legislative and regulatory shifts to provide regular reports for clients.

- Prepared briefing materials for clients participating in policymaker meetings and regularly provided staff support.

**Ambrosino, Muir, Hansen & Crouse** – *San Francisco, CA*  
*Campaign Production Coordinator*

August 2016 - November 2016

- Oversaw the production of direct mail and field literature for political campaigns across the country, from initial concept to final delivery; work including copyediting, design editing, audience targeting, and billing.
- Managed the execution of 168 discreet pieces of content for 16 clients, consistently tracking and reporting on the status of dozens of pieces simultaneously in production at varying stages of completion.
- Served as the primary contact for clients, including campaign leadership, party officials, and external strategists.
- Client sample: Senate Majority PAC, EMILY's List, Catherine Cortez-Masto for Senate, Patty Murray for Senate, Jay Inslee for Governor, Jacky Rosen for Congress, Dina Titus for Congress, Suzan DelBene for Congress.

**Rasky Partners, Inc.** – *Boston, MA*  
*Public Affairs Associate*

January 2014 - August 2016

- Executed grassroots engagement tactics and managed digital advocacy for a number of clients.
- Provided extensive research and logistical support for Public Affairs client service.
- Established and maintained lines of communications with legislative and executive branch offices.
- Worked on field organizing, political outreach, and communications for the firm's state and local ballot question campaigns.
- Prepared briefing materials for clients participating in policymaker meetings and provided staff support as needed.
- Managed the business development CRM of the Public Affairs Team.

**Joe Kennedy III for Congress** – *Newton, MA*  
*Assistant to the Campaign Manager*

January 2012 - December 2012

- Conducted research, supported project management handled correspondence for the Campaign Manager.
- Collaborated with the finance, communications, and field staffs throughout the campaign.
- Aided the Congressman-elect's Transition Team.

**EXPERIENCE – Volunteer:**

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Unite The Country PAC – Advisor, operations manager, project manager, Primaries (2020)

Jewish Alliance for Law and Social Action – Board of Directors (2015-Present)

Team Harmony Foundation – Board Treasurer (2020-Present)

Boston College Graduates of the Last Decade Fundraising Council – Class Representative (2012-Present)

**EDUCATION:**

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**Boston College** – *Chestnut Hill, MA*  
*B.A. in History*

Class of 2013

*Additional coursework in management, financial accounting, and economics*

**SKILLS – Technology:**

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- Microsoft Office Suite; including Excel, PowerPoint, and Word
- Google GSuite; including Sheets, Forms, Docs, and Slides
- Zoom (and other videoconference software)
- MailChimp (and other email marketing software)
- Canva (and other static graphic design platforms)
- NGP VAN Suite (and other backend campaign technology)
- Salesforce (and other CRM platforms)