

# TERRENCE D. CLARK

E : [REDACTED] | P : [REDACTED] | A: [REDACTED]

---

*Communications professional adept in media relations, rapid-response communications, research and project management; experience working in various paced environments, including political campaigns, corporations, PR agencies and non-profits.*

## EXPERIENCE & PROFESSIONAL DEVELOPMENT

---

### **Reverend Warnock for Georgia (U.S. Senate) Campaign**

**Mar. 2020 – Present**

*Spokesperson & Director of Communications*

*Atlanta, GA*

- Communications advisor tasked with working with consultants and senior leadership to develop and implement an aggressive earned media strategy for leading Georgia special Senate election challenger.
- Drove sustained coverage for first-time candidate resulting in to-date: 7B+ Unique Monthly Viewers, \$18M+ in publicity value, 900+ clips, nearly 200 interviews and [viral engagement](#) in the New Media space.
- Produced and/or coordinated high-profile press hits with national/specialty outlets during COVID-19 pandemic, such as participation in [tribute to the late Congressman John Lewis](#) for the 2020 Democratic National Convention.
- Secured DailyKos endorsement, a progressive org that raised over \$665K for the campaign in grassroots donations.
- Led candidate's weekly message prep sessions and oversaw a 4-person team covering surrogate communications, negative messaging, Op-ed/LTE programs, and constituency media.
- Directed and planned rapid response for the Atlanta Press Club Loudermilk-Young Debate, coordinating 10+ staffers across Comms, Research, Digital with support outside the campaign.
- Managed \$25K budget for constituency media/print ad buys across the state.

### **Elizabeth Warren for President Campaign**

**Mar. 2019 – Mar. 2020**

*Nevada Communications Director & Southeast Regional Communications Lead*

*Las Vegas, NV*

- Directed the West/SW states messaging operation as part of the Communications team for U.S. Sen. Elizabeth Warren's presidential nomination bid; campaign resulted in an overall 3<sup>rd</sup> place finish out of 25+ candidates.
- Oversaw press outreach and worked with State, Political, Organizing and Advance Team(s) for 11 states: NV caucuses; CA, TX, CO, AZ, UT, OK, GA, NC, TN, LA primaries (+90 markets, including 8 of top 20); deployed to manage SE.
- Hired and managed daily responsibilities of Press Secretary, including booking local broadcast interviews for principal/surrogates; building messaging events; briefing national reporters; completing candidate questionnaires; and media training/prepping local elected officials, national surrogates, campaign staff, and volunteers for interviews.
- Developed system to process and analyze engagement opportunities; secured exclusives for new ad rollouts; served as Nevada political liaison at events and helped coordinate Southern state endorsement meetings, as needed.
- Aided communications director in managing responses to negative stories and inquiries regarding election concerns.

### **Bob Casey for Senate Campaign**

**Apr. 2018 – Nov. 2018**

*Deputy Communications Director*

*Philadelphia, PA*

- Assisted in developing positive messaging to successfully reelect U.S. Sen. Bob Casey by 13 points in a swing state.
- Traveling spokesperson responsible for briefing/staffing the Senator during interviews; securing coverage of events and surrogate visits across 42 counties; led the campaign's Black, Latinx and LGBTQ+ outlet outreach and radio booking.
- Drove \$98K in Pa. TV publicity value reaching 1.7M voters in addition to earned print media across 11 media markets.
- Managed onsite press for major events: 7 county post-primary tour, 600-person rally and 100-person canvass kickoff.
- Drafted remarks and talking points for the Senator and surrogates, LTEs, op-eds and communications plans.

### **Center for American Progress**

**Sept. 2016 – Mar. 2018**

*Deputy Press Secretary, War Room (Jan. 2018 – Mar. 2018)*

*Washington, D.C.*

*Communications Associate, War Room (Sept. 2016 – Dec. 2017)*

- Promoted CAP Action's policies and advocacy through rapid-response, long-form communications, building relationships with the press and working with reporters to release exclusive polls, reports and digital products.
- Shaped stories on-background producing over 13M print, 410M online and 49M social impressions.
- Served as part of team that placed over 200 clips in 40 states during the health care debate; supervised "storyteller" program connecting reporters to real people (without attribution), generating approximately 15% of total coverage.
- Organized briefings between policy experts and national & state reporters to educate the public on the ACA repeal bill's impact; outlets included New York Times, Miami Herald, Associated Press, NPR, The Hill and HuffPost.
- Bracketed Senate candidates with opposition research for pre/post-debate stories.
- Coordinated broadcast media for Annual Ideas Policy conference which featured risers, pool cameras, and live shots.

**The Coca-Cola Company****July 2015 – Feb. 2016***Project Coordinator, Public Affairs & Communications (Contract)**Atlanta, GA*

- Supported the advancement of the Company's corporate social responsibility priorities through project & sponsorship management and event planning, including overseeing logistics and 125 volunteers for MLK/Hosea Helps Day.
- Tracked and balanced The Coca-Cola Foundation grants totaling \$16.3 million; managed project budget of \$750K.

**OTHER PR & COMMUNICATIONS INTERNSHIPS**

---

**SKDKnickerbocker D.C.** (Feb. – Sept. 2016) • **Edelman ATL** (Jan. – July 2015) • **Cartoon Network** (Sept. – Nov. 2013)**EDUCATION & CIVIC ENGAGEMENT**

---

**Georgia State University**, J. Mack Robinson College of Business, Bachelor of Business Administration, Marketing **Aug. 2014**

Black Public Relations Society of Atlanta • Alpha Kappa Psi Fraternity, Inc. • Collegiate 100 of Atlanta

**SKILLS PROFILE**

---

CisionPoint, WordPress, TV Eyes, Microsoft Office, Tweet Deck, Meltwater, Salesforce, Radian 6, 51 WPM