

KEVIN LIAO

(b) (6)

Professional Experience

Nevada Communications Director, Biden for President July 2020 – Nov. 2020 • Managed a team of five communications staffers that booked hundreds of Nevada television, radio and print interviews with local and national surrogates — with an emphasis on constituency media outlets to reach Latino, AAPI and Black voters

- Organized in-person and virtual press events with local surrogates to promote Vice President Biden's plans for COVID-19 response, economic recovery, health care, and more • Prepared Nevada-specific briefing documents for former Vice President Joe Biden, Senator Kamala Harris, Dr. Jill Biden and other key surrogates' local media interviews
- Placed more than \$100,000 in paid advertisements in general market and constituency print outlets, including ads in Spanish, Chinese and Korean
- Communications strategies contributed to Vice President Biden winning Nevada and expanding the 2016 Democratic vote total by more than 30%

California Communications Director, Warren for President Feb. 2020 – Mar. 2020 **Iowa**

Press Secretary, Warren for President July 2019 – Feb. 2020 • Crafted story pitches and responded to press inquiries from in-state and national news outlets on the Warren campaign's plan rollouts, field organizing and constituency outreach • Placed op-eds penned by Senator Elizabeth Warren on hot-button issues in Iowa and California, as well as opinion pieces written by prominent in-state surrogates

- Coordinated earned media for endorsement rollouts of major officials and constituency groups • Wrote briefing memos and staffed more than 60 of Senator Warren's town halls and events, and 20 of her one-on-one interviews with print, television and radio outlets
- Executed media strategy around major Iowa caucus tentpole events, including the Polk County Steak Fry and Iowa Democratic Party Liberty & Justice Celebration

Press Secretary, California Assembly Speaker Anthony Rendon Mar. 2016 – July 2019

Communications Director, Assemblymember Anthony Rendon Jan. 2015 – Mar. 2016

- Served as Speaker Rendon's primary spokesperson, including managing press outreach, holding on- and off-the-record conversations with reporters, and drafting statements and talking points
 - Managed content for the website and social media pages (Facebook, Twitter, Instagram, LinkedIn) for both Speaker Rendon and the Assembly Democratic Caucus
- Coordinated press credentialing and logistics for major events such as State of the State addresses and the Dalai Lama's speech to a joint session of the Legislature

Chair, California Young Democrats, Asian Pacific Islander Caucus May 2017 – June 2019 •

Led a volunteer organization tasked with recruiting, training and developing a new generation of Asian American and Pacific Islander political leadership in California

- Organized get-out-the-vote efforts for the 2018 election cycle that helped elect seven AAPI Democratic millennials to city councils around the state
- Raised more than \$12,000 for the caucus' federal and state political action committees to support caucus activities and priority candidates

Education

University of California, San Diego, San Diego, CA

Bachelor of Arts, Political Science/Public Policy; Minor, History