

Melissa Schwartz

(b) (6)

CAREER HIGHLIGHTS

2021 Presidential Inaugural Committee (PIC)

December 2020-present

Director, Office of the First Lady

- Coordinate Dr. Jill Biden's participation in first in-person/virtual hybrid inauguration in U.S. history.
- Serve as First Lady's representative in strategy, planning, and execution meetings for inaugural activities including MLK Day of Service, swearing-in ceremony, evening programming, and other key moments.
- Manage PIC team and act as liaison to Dr. Biden's transition team.

Biden for President

August 2020-December 2020

Senior Advisor to Dr. Jill Biden

- Member of Dr. Biden's leadership team, overseeing speechwriter, press secretary, and digital director.
- Provided strategic counsel on communications, media relations, rapid response, and event coordination.
- Worked with battleground state teams to create a cadence of in-person and virtual campaign events.
- Developed strategic communications plans and coordinated opportunities across the campaign.

The Bromwich Group

April 2012-present

Chief Operating Officer

- Manage portfolio of private and publicly held companies; local, federal, and international governmental entities and initiatives; nonprofit organizations; and individuals at risk of reputational harm.
- Provide public affairs services for clients, developing comprehensive strategic communications plans, messaging and materials, and directing media relations for large-scale and ongoing initiatives and events.
- Create crisis management and communications strategies, provide tactical advice, and serve as spokesperson for clients dealing with regulatory, congressional, and media investigations.
- Conduct media/presentation trainings for groups ranging from 5 to 100+, C-suite executives, political candidates and elected officials, Executive Branch leaders, and individuals embarking on major media tours. In addition, facilitate workshops to share best practices for staffing and preparing spokespeople.

Key Accomplishments

- Developed and implemented media strategies to complement client legal matters, most notably for former FBI Deputy Director Andrew McCabe and former Deputy Assistant Attorney General Jason Weinstein.
- Managed rapid response for Dr. Christine Blasey Ford during Brett Kavanaugh's confirmation process.
- Led multi-year national public affairs campaign to end the rape kit backlog. Facilitated public affairs strategy that led to creation of multimillion-dollar federal grant program and state legislative reforms.
- Facilitated multi-year federal outreach effort with events, earned, and paid media across Indian Country.
- Directed communications (media relations, digital engagement, paid media, and polling) strategies for coalitions in support of issues including protecting the Arctic National Wildlife Refuge, ending gender-based violence, conserving public lands and waters, and facilitating a just transition for coal communities.

U.S. Department of the Interior

July 2010-April 2012

Communications Advisor to Secretary of the Interior Ken Salazar (October 2011-April 2012)

Deputy Chief of Staff/ Communications Director, Bureau of Ocean Energy Management, Regulation & Enforcement (July 2010-September 2011)

- Recruited to manage crisis communications following the *Deepwater Horizon* oil spill, offshore drilling moratorium, and agency reorganization into three bureaus (formerly the Minerals Management Service).
- Worked closely with White House and Departments of the Interior, Homeland Security, and Commerce to coordinate and provide rapid response on post-spill reforms, regulations, and investigations.

- Created and implemented communications strategies to restore confidence in the offshore regulator while rehabilitating morale in the wake of significant media, congressional, and public criticism.
- Managed coordination of public forums, media tours, editorial board meetings, and stakeholder meetings.
- At BOEMRE, supervised 20+ members of the Congressional and Public Affairs teams. Also played a lead role in navigating management challenges related to dividing 1,000+ employees into three new agencies.
- Following the reorganization of the bureaus, advised Secretary of the Interior and served as department's on-the-record spokesperson for offshore oil, gas, and renewable energy issues.
- Advised new bureau leadership on internal and external message development and branding strategies, training for media opportunities, and engagement with federal, state, local, and tribal officials.

U.S. Department of Justice

May 2009-July 2010

Senior Public Affairs Officer

- Provided strategic counsel as advisor to Associate Attorney General Tom Perrelli (3rd ranking agency official), serving as primary point of contact on press inquiries, communications strategy, and events.
- Served as agency on-the-record spokesperson with a portfolio including high-profile judicial (circuit and district court) and political nominee confirmations, U.S. Attorney nominees, and budget/appropriations.
- Coordinated communications activities as primary public affairs liaison to the 94 U.S. Attorneys' offices, providing guidance on media-related matters and facilitating ongoing development opportunities, including media training for U.S. Attorneys and a bi-annual training conference for press officers.
- Managed public affairs for agency-wide priorities including the 15th anniversary of the *Violence Against Women Act*, tribal justice initiative, and task forces on Healthcare Fraud and Puerto Rico's legal status.

Office of U.S. Senator Barbara Mikulski

May 2005-September 2008

Communications Director (March 2006-September 2008)

Press Secretary (May 2005-March 2006)

- Served as chief spokesperson, media strategist, and advisor to senior woman in U.S. Senate.
- Staffed Senator at events, including news conferences and interviews, statewide media tours, and rallies.
- Wrote speeches, talking points, press releases, op-eds, letters to the editor, fact sheets, and web content.
- Coordinated major media opportunities for the "Women of the Senate," including appearances on *Good Morning America* and *Larry King Live*, as well as large-scale press events and tours.
- Supervised press office staff including press secretary, deputy press secretary, press assistant, and interns.

TEACHING EXPERIENCE *(full academic CV available upon request)*

Johns Hopkins University, Krieger School of Arts and Science Spring 2013-Fall 2014, Fall 2019-present

- Adjunct professor for graduate level course: *Becoming a Press Officer*

University of Washington, Communication Leadership graduate program Summer 2016-Fall 2020

- Senior Affiliate Instructor for graduate level course: *Crisis Communication*

University of Washington, Daniel J. Evans School of Public Policy and Governance Winter & Fall 2020

- Guest lecturer for Executive Master of Public Administration program

University of California Washington Center

Fall 2014

- Adjunct professor for undergraduate course: *Becoming an Effective Strategic Communicator*

EDUCATION

- **Johns Hopkins University:** M.A., Political Communication
- **University of California, Berkeley:** B.A., American Studies (*summa cum laude*)

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