

Everett L. Handford

(b)(6)

EXPERIENCE

Deputy State Director – *United States Senate, Boston, MA*

October 2019 – Present

- Manages and oversees overall state operation and workflow
- Responsible for recruiting, hiring, training, and managing Senate staff in Massachusetts
- Constructs policy memo's to the Senator on various legislative matters
- Manages the State offices diversity & inclusion program
- Coordinates and supervises the day-to-day activities of the office
- Monitors state and federal issues across the Commonwealth as well as manage the political relationships
- Represents Senator Elizabeth Warren at events in her absence
- Directing the administrative support staff of the office
- Direct supervision of all Regional Directors and Staff Assistants statewide

State Outreach Director – *United States Senate, Boston, MA*

June 2018 – October 2019

- Develop and implement all outreach policy objectives, and strategies, for Senator Elizabeth Warren
- Develop positive and mutually respectful relationships with legislators and staff
- Assist in managing and directing all-state activities in the Massachusetts district offices
- Develop projects to increase community engagement or awareness
- Oversee all Regional Directors
- Helped develop the state offices diversity and inclusion plan which led to an increase in people of color hires by 33%
- Assist in the development of legislative initiatives
- Travel across the Commonwealth to keep abreast of local concerns
- Collect data and information for strategic use
- Build and strengthen relationships with media, government, community, and related organizations

Regional Director of Central Massachusetts – *United States Senate, Springfield, MA*
June 2018

September 2016 –

Regional Director of Western Massachusetts – *United States Senate, Springfield, MA*
September 2016

January 2013 –

- Monitoring developments, and concerns of community and advocacy constituent groups
- Briefing Senator, State Director and Deputy State Director on local issues affecting Western and Central Massachusetts
- Liaising with federal, state and local agencies; handling constituent casework requests that require legislative action
- Representing the Senator at various meetings and events throughout the region
- Manage and maintain relationships with local, municipal, state and federal elected officials

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- Writing grant procurement, and commemorative letters on behalf of constituents, and local municipalities
- Implementing administrative office policies and operating procedures, ensuring that Senate rules and procedures are practiced at all times, and maintain an office policy manual
- Supervise quarterly internship program and implement weekly job responsibilities
- Oversee all field office operations

Field Organizer – *Elizabeth Warren for Senate, Springfield, MA*

August 2012 – November 2012

- Responsible for recruiting, managing and coordinating volunteers
- Manage volunteer training and recruitment, voter registration, absentee and early voting programs, and voter contact programs such as phone banks and canvasses (volunteer and paid).
- Responsible for the execution of the field plan within my designated region
- Oversee data collection and entry into the database
- Aide in voter contact, volunteer, fundraising, and compliance operations

Account Manager – *Destined for Success LLC., Atlanta, GA*

June 2011 – August 2012

- Run an aggressive online outreach strategy through social media, web content, email, and cold call
- Develop an overall digital strategy, drafting content and posting to social media accounts, creating shareable infographics and video content, for clients
- Oversees advertising and marketing activities to ensure accurate messaging is delivered
- Assists consultants in reviewing, creating, and implementing effective marketing strategies to promote clients or products
- Help plan and direct public relations programs designed to create and maintain a favorable public image for the client
- Promote products and services through public relations initiatives
- Draft and deliver press releases, media relations content, and speaking proposals
- Research changing or emerging industry trends
- Assist and coordinate conferences, trade shows, and press interviews

EDUCATION

Master of Business Administration

October 2020

High Distinction GPA: 4.0

University of South West, Hobbs, NM

Graduate Certificate - Business Administration

December 2019

Northeastern University, Boston, MA

Bachelor of Science – Major: Sports Entertainment & Event Management

Minor(s): Sales, Marketing, & Public Relations

May 2011

Johnson & Wales University, Providence, RI