

Luis Miranda

Director of Communications and Politics

ALLOY, Washington, DC

February 2020 – March 2021

- Served on the senior management team for Alloy, a nonprofit data company for the progressive ecosystem, working on everything from product launches to crisis communications.
- Led the partnerships team, which secured 90 partnerships, including state democratic parties, non-partisan voter registration organizations, national campaign management platforms, and grassroots organizations.
- Alloy's products supported partner organizations working on voter registration, voter mobilization, and voter protection, facilitating:
 - Nearly 23 million voter registration status checks
 - Building the largest unregistered potential voter dataset in the progressive tech ecosystem
 - Securing expanded data on 193 million registered voters for voter mobilization and voter protection

Managing Director

AMBASSADOR PUBLIC AFFAIRS, Washington, DC

(Previously M Public Affairs Group, and MDC Strategies)

May 2013 - Present

- Consultant for corporate, political, and nonprofit clients in strategic communications, messaging, and high-impact media training to help clients elevate their profiles, secure public policy goals, and manage crises.
- Developed groundbreaking campaign to build public support for a new approach toward U.S.-Cuba policy in 2014; developed messaging for a think tank focused on tech, broadband access, privacy and cybersecurity; advised multiple environmental organizations on how to engage and mobilize constituencies on issues like climate change and the protection of public lands.
- Strategic Advisor to the X-Lab, a Think Tank at the intersection of tech and public policy
- Frequently appear as political analyst for media on a broad range of topics, including national broadcast and cable networks MSNBC, CNN, CNN en Español, Univision, and Telemundo; and quoted in major national publications like the New York Times, Wall Street Journal, and BuzzFeed, among others.

Communications Director

DEMOCRATIC NATIONAL COMMITTEE, Washington, DC

September 2015 - August 2016

- Led messaging, communications, media partnerships and press relations for national political party through complex primary season, including managing crisis communications during one of the most contentious and challenging presidential election cycles in history.
- Oversaw internal and external communications for national political party and served as its lead spokesperson across media platforms.
- Coordinated communications and partnerships during major events including nationally-televised presidential debates, leading coordination with broadcast and cable networks, and social media platforms.

Director of Hispanic Media

THE WHITE HOUSE, Executive Office of the President, Washington, DC

February 2009 - March 2013

- Served as spokesperson for the Administration on television, radio, print and online media on issues ranging from the \$787 Billion economic recovery plan, the H1N1 pandemic, immigration and border security, and health care, among other issues.
- Prepared President Barack Obama, Vice President Joe Biden, Senior Administration Officials and Cabinet Secretaries for interviews and open press events.

- Worked with National Security Council and U.S. Department of State to promote U.S. foreign policy priorities in the Western Hemisphere, and traveled with the President on state visits throughout the Americas, as well as North American Leaders Summits and Summits of the Americas.
- Developed strategic messaging for White House Hispanic Working Group, wrote scripts and edited Presidential and Cabinet speeches, and briefed national and regional leaders on Administration priorities.

Deputy Communications Director and Director of Regional and Specialty Media

DEMOCRATIC NATIONAL COMMITTEE, Washington, DC

March 2005- January 2009

- Led regional media engagement for then-DNC Chairman Howard Dean’s 50-State Strategy, helping secure Democratic control of Congress in 2006 and the White House in 2008.

Deputy Press Secretary / Director of Internet Operations,

JOHN KERRY FOR PRESIDENT/KERRY-EDWARDS 2004, Washington, DC *June 2003- November 2004*

- Spokesperson for presidential campaign through primaries and general election, staffing major events such as presidential debates and the 2004 Democratic National Convention.
- Developed and executed on-line strategy for primaries, on team that raised a record \$50 million on-line.

EDUCATION: Florida Atlantic University, Bachelor of Arts in Political Science

AWARDS AND PROFESSIONAL ENDEAVORS

- 2018 Truman National Security Project, inducted as a Political Partner
- 2014 Goldman Sachs Fellow, Smithsonian National Museum of American History
- 2014 Named to Huffington Post’s 40 Under 40 Latinos in American Politics
- 2013 Alumni of American Jewish Committee’s (AJC) Project Interchange

SAMPLING OF MEDIA APPEARANCES



Luis Miranda joins Wolf Blitzer on CNN on the state of the presidential race. [CNN, 4/6/2016]



Luis Miranda on Tucker Carlson Tonight on Fox News on Democratic Primary Debate. [FNC, July 2019]



Luis Miranda on CNN’s New Day sets the record straight on Sean Spicer. [CNN, 4/29/2016]

McClatchy: White House official who bettered Hispanic media access steps down [McClatchy, 3/8/2013]

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