

FLORENCE ELIZABETH (BETH) LYNK

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PROFESSIONAL EXPERIENCE

The Leadership Conference on Civil and Human Right/ Education Fund, Washington D.C.

Senior Program Director, Census

October 2020 - Present

- Led transition of the Census Counts campaign to The Leadership Conference's census program. The program seeks to educate and influence Congress and the Executive Branch about the government investment and sound policy development needed to ensure a comprehensive American Community Survey and a fair and accurate census in every one of the nation's communities.
- Serves as the principal director of the program, manages its \$1 million budget, and provides executive leadership, policy direction, and management for the program, its public affairs, and activities.
- Manage matrixed team of eight full time staff and serve as direct supervisor of three full time staff.
- Staffs the Leadership Conference's Census Taskforce, a policy development coalition.
- Acts as primary census program spokesperson and director of coalition and external communications.

Director of the Census Counts Campaign

December 2018 – October 2020

- Architect, chief administrator and spokesperson of the Census Counts campaign, which through education, training, organizing, and outreach worked to ensure communities the census has historically missed were counted in the 2020 Census.
- Organized the Census Counts campaign into three major action groups: (1) national "Get Out the Count" (GOTC) coalition with over 60 active national organizations, (2) States Count Action Network with coalitions in all 50 states and the District of Columbia, and (3) Census Champions: a network of over 500 elected officials and library trustees working to ensure a fair and accurate count.
- Managed a \$4 million campaign budget, 16 staff members, five consulting firms, and additional support staff.
- Oversaw the development of an online resource library, text banking campaign that reached 9.4 million people, a digital help desk, and a "get out the count toolkit" that included guidance on field organizing, cybersecurity best practices, and digital organizing.
- Directed a field team that deployed organizers to Mississippi, Texas, Arizona, New York and Oklahoma; held over 240 events; partnered with more than 80 local organizations in five priority states; sent 400,000 mailers; and made more than 400,000 calls/texts.
- Provided counsel to principals of national organizations, civil rights groups, state-based and national foundations, state and local elected officials, and businesses in setting, clarifying, and evaluating goals for census outreach, public affairs, and strategy.
- Developed, oversaw, and approved campaign communications; including earned media, paid media, website, and digital communications.
- Served as chief spokesperson for the campaign, appearing in Politico, NBC, Financial Times, BET, Mother Jones, American Prospect, and Roland Martin as well as speaking to the Harvard Kennedy School, U.S. Conference of Mayors, Brooking Institute, National League of Cities, and more.

Planned Parenthood Federation of America/ Action Fund/ Votes, Washington D.C.

Associate Director of Federal Communications

September 2017 – November 2018

- Developed national messaging and communications to protect patients' access to Planned Parenthood services, enhance access to reproductive health care, and build the progressive movement.
- Served as primary communications counsel to congressional offices, leading education and messaging initiatives with members of Congress and their staffs.
- Managed two full time staff, four interns, communications consultants, and oversaw a \$70,000 federal communications budget.
- Developed and implemented communications strategy for successful 2017 campaign to defeat efforts to repeal Obamacare and "defund" Planned Parenthood health centers.
- Directed national electoral communications for priority Senate, House, and Gubernatorial campaigns in target states in 2016, 2017 and 2018.
- Led and directed communications for Planned Parenthood Votes' \$3 million campaign in the 2017 Virginia election.

State Policy Press Officer

January 2016 – September 2017

- Executed national messaging and communications strategy around PPFA litigation and U.S. Supreme Court cases, including Whole Woman's Health v. Hellerstedt and Zubik v. Burwell.
- Managed communications for the \$30 million dollar independent expenditure campaign in 2016, including the seven-figure campaign that successfully elected NC Governor Roy Cooper.
- Counseled Planned Parenthood's 57 affiliates to direct communications strategy for state campaigns, including managing crisis communications and rapid response to policy and brand threats.

The Raben Group, Washington D.C.

Senior Associate

May 2014 – December 2015

- Drafted messaging, media outreach plans, talking points, press releases, media advisories, and OpEds for clients across various sectors.
- Collaborated with clients to draft rapid response crisis communication plans.
- Created and implemented communications plan, policy toolkit, and outreach strategy for government report on rising rate of incarceration.
- Directed aggressive and disciplined communications strategy for a faith organization that included relationship building with members of Congress, media, national civil rights organizations, and the public.
- Launched Green 2.0 campaign with the release of its first report, "The State of Diversity in Environmental Organizations", the most comprehensive report on diversity in the environmental movement at the time. Managed team members and developed campaign branding and website.
- Managed crisis communications and counseled Planned Parenthood Federation of America affiliates in response to the 2015 smear campaign against the organization; resulting narrative debunked fraudulent videos and cleared Planned Parenthood of wrongdoing.

Office of U.S. Congresswoman Jan Schakowsky, D-IL-09, Washington D.C. and Chicago, IL

Fellow

March 2014 – May 2014

- Created social media content, managed daily press clippings, and drafted correspondence.
- Facilitated and assisted with the redesign and overhaul of the office's official website.

Demand Media, Chicago, IL

Market Strategist

April 2013 – December 2013

- Developed and executed external industry-facing stories, thought leadership, and event activations for Demand Media's core owned and operated properties, driving \$100MM in annual advertising revenue.
- Implemented and managed internal sales training and prospecting priorities. Responsible for planning the "Sales Conference" that provided training to over 100 members of the sales and marketing teams.
- Led a team of three regional event coordinators and yearly budget of over \$900,000 resulting in a yearly ROI of over 1600%. Oversaw more than 120 trade-facing marketing and client/agency activations that were responsible for connecting Demand Media with clients in unique, creative executions.

Market Strategy Coordinator

Jan 2013 – April 2013

- Managed Consumer Electronics Show (CES) activation attended by over 700 media and advertising professionals resulting in an over 700% ROI.
- Created and standardized sales communications related to trade ROI reporting, executive briefs, weekly meeting pitches, and marketing activity.

Media Sales Coordinator

October 2011 – Dec 2012

- Conceived and planned first annual "Summer Soiree" experiential marketing event. Event and roadshow resulted in more than 340 attendees, 13 strategic meetings and \$3.5 million in pipeline revenue.
- Managed Demand Media's Salesforce CRM database setting the standard for weekly activity tracking resulting in a 350% increase with more than 890 events tracked.

Organizing for America and Obama for America

Headquarters Communications Volunteer, Chicago, IL

May 2012 – Nov 2012

- Received and recorded over 2,000 incoming media and constituent calls.
- Managed a team of GOTV callers on Election Day.

Organizing Fellow, Chandler, Arizona

August 2011 – Nov 2011

- Organized and owned City of Chandler voter registration drives that registered over 250 new voters.
- Met with key city stakeholders and increased Neighborhood Teams in the City of Chandler by 400%.

Northwestern University Learning Clinic, Evanston, IL

Student Clinician

January 2011- June 2011

- Designed and implemented lesson plans for a client with a learning disability in over 30 hours of remediation.
- Observed over 15 hours of remediation and classroom sessions for students with developmental disabilities and typically developing students.

Center for Independent Futures, Evanston, IL

Civic Engagement Consultant

September 2010 – May 2011

- Researched effectiveness of CIF's "best practices" and innovative "Full Life Future Planning" model and provided strategic recommendations based on comparisons to comparable non-profit organizations.
- Supported CIF's community activities, while interacting with CIF residents, participants and families.

EDUCATION**NORTHWESTERN UNIVERSITY, Evanston, IL**

B.S. in Communications, major in Human Communication Science

Certificate in Civic Engagement

Graduated with University Honors in Leadership

Undergraduate Research Grant Fellow, "Early Word Learning and Socioeconomic Status"

Activities and Honors:

- Deru Senior Honor Society
- Rho Lambda Leadership Honor Society
- President, Delta Sigma Theta Sorority, Inc., Theta Alpha Chapter
- Executive Chair, 2010 Northwestern Homecoming
- Vice President of External Relations, FMO - Northwestern's Black Student Alliance
- Member, Northwestern University Strategic Plan Workgroup