

HEATHER L. BARMORE

(b) (6) | (b) (6) | [linkedin.com/in/HeatherBarmore](https://www.linkedin.com/in/HeatherBarmore)

EXPERIENCE

Editorial Director, Presidential Inaugural Committee

Washington, DC | November 2020 - Present

- Executing a digital-first narrative for the 59th Presidential Inauguration;
- Heading all storytelling and scripting for digital video pieces for the President-elect, Vice President-elect, the incoming First Lady, and the incoming Second Gentleman;
- Creating and implementing the Biden Inaugural Voice Guide setting the voice and tone for all social and digital media platforms;
- Collaborating with the website and technology team for all website content and copy.

Editorial Director, Biden for President

Washington, DC | August 2020 - November 2020

- Led strategy for the President-elect's digital media platforms as a senior member of the Digital team, implementing consistent voice, tone, and narrative across channels and platforms including Twitter (@JoeBiden) and website (JoeBiden.com);
- Designed a voice guide providing guidance for writing as Joe Biden and guidelines on telling the story of his life, leadership, and policy positions via digital media, and video scripts;
- Created "Notes from Joe" a new digital content vertical for online storytelling in Joe Biden's voice;
- Supervised the growth of @JoeBiden from 8.8 million followers (August 2020) to 19.1 million followers (November 2020) on Twitter;
- Directly managed a team of six writers specializing in video production and screenwriting, long-form and narrative non-fiction writing, and social media content.

Digital Political Communications, Political Partnerships, and Branding Consultant

Washington, DC | June 2019 - June 2020

- Served as Senior Advisor for digital with NARAL Pro-Choice America, focusing on digital brand identity, website development, brand messaging, and strategy;
- Served as Senior Advisor for public affairs and communications to Vote Run Lead, supporting the organization's political partnerships, digital events, and communications;
- Consulting services included website user experience optimization, surrogate and influencer communications, partnership and advocacy strategy, social media auditing, and editorial writing.

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Director of Communications and Public Affairs, Vote Run Lead

New York, NY | August 2018 - June 2019

- Drafted external communications, including social media, email campaigns, press releases, and statements;
- Served as principal writer for founder and CEO as well as Vote Run Lead's high-profile national surrogates;
- Acted as on the record spokesperson for Vote Run Lead to major print, digital, and broadcast outlets, including The Guardian, the Wall Street Journal, New York Magazine, NY1, ABC and Yahoo News.

Director of Advocacy and Communications, Planned Parenthood Affiliates of California (PPAC)

Sacramento, CA | October 2017 - June 2018

- Created and executed digital and traditional media crisis communications plans;
- Developed digital and traditional media, electoral strategy, and email trainings for the organization and its seven affiliates;
- Designed brand and surrogate engagement policy for Planned Parenthood's seven affiliates; Managed a staff of six, including organizers, content creators, and electoral, brand marketing, and email consultants.

Digital Communications Director, Executive Office of Mayor Muriel Bowser

Washington, DC | September 2016 - October 2017

- Served as a senior advisor to Mayor Bowser and cabinet officials on digital communications strategies and messaging, including pitching stories to digital publications;
- Supervised the audience and social media engagement strategy for the Executive Office of the Mayor;
- Directly managed digital rapid response and crisis communications for national security events, including the 58th Presidential Inauguration and the 2016 Women's March on Washington.

Deputy Director of Digital Communications, Democratic National Convention Committee

Philadelphia, PA | February 2016- September 2016

- Designed and executed a bilingual digital operation across six platforms for Convention and political surrogate communicators leading to over one million impressions on the first day of the Convention;
- Advised the CEO and senior Convention and Democratic Party officials on digital outreach and messaging, including the Democratic Party Platform;
- Supervised a team of seven content creators and writers.

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Federal Liaison and Legislative Representative, New York State United Teachers (NYSUT)

Latham, NY | May 2007 - May 2014

- Facilitated the relationship between union leadership, the New York State Congressional Delegation, and national organizations including the National Education Association (NEA) and the American Federation of Teachers (AFT);
- Executed the union's federal legislative priorities as the chief advocate and lobbyist on Capitol Hill in Washington, DC;
- Organized the over 600,000 members and labor leaders to participate in presidential, congressional, and statewide campaigns and races;
- Implemented the first digital media outreach including the management of social media campaigns.

FEATURED CLIPS

- ['We Stand on the Shoulders of Giants' \(Brown Girls Guide to Politics\)](#)
- [How are Advocates Trying to Build on the Record Number of Women Taking Office? \(NY1\)](#)
- [How to talk about politics without losing your cool \(Dame\)](#)

EDUCATION

American University, Washington, DC

Bachelor of Arts: Communications, Legal Institutions, Economics, and Government (CLEG) - (b) (6)

OTHER

- Frequent public speaker on the intersection of race and politics, women in government and running for elected office, digital communications, and political engagement
- Member of the Advisory Council of Running Start