

Contact

www.linkedin.com/in/michael-amato (LinkedIn)

Top Skills

Politics
Strategic Communications
Political Campaigns

Languages

English

Certifications

Clearance: Top Secret/Sensitive
Compartmented Information

Michael Amato

Former Director Of Communications at United States Department of Agriculture
Washington DC-Baltimore Area

Summary

Michael Amato has held senior communications positions in the Obama administration, Congress, city government, the private sector and has consulted for non-profits and advocacy organizations. He has significant strategic, political, public affairs and crisis communications experience.

Experience

USDA

Director Of Communications
July 2021 - Present (2 years 1 month)
Washington DC

Amato Advisors

Founder
March 2017 - June 2021 (4 years 4 months)
Washington D.C. Metro Area

Amato Advisors is a boutique communications firm providing strategic and crisis communications, media relations, and public affairs services to public and private sector clients. We have the experience to help organizations find their voice and tell their story to those who matter most. We know that every organization is unique and has different objectives, and we have the know-how to build and implement customized strategies to fit your needs.

Biden-Harris Transition

Deputy Lead, General Government Appointments Team
October 2020 - January 2021 (4 months)
Washington DC

Recruited, vetted and interviewed potential nominees for the Biden-Harris Administration.

Civic Advisors

Strategic Communications Consultant

October 2017 - December 2020 (3 years 3 months)

Washington D.C. Metro Area

CLS Strategies

Managing Director

February 2018 - February 2020 (2 years 1 month)

Washington D.C. Metro Area

As Managing Director, Amato led the development, management, and execution of communications, crisis and public affairs strategies and campaigns for high-profile clients under tight deadlines and in high-stakes situations. This work included media relations, content and message development, including op-eds, press releases, statements and talking points, digital campaigns - both paid and earned - as well as the identification, cultivation and deployment of third-party validators.

As part of the firm's senior management, Amato helped set strategy, manage and mentor staff, and oversee day-to-day activities for numerous account teams.

U.S. Office of Personnel Management (OPM)

Director of Communications

October 2015 - January 2017 (1 year 4 months)

Washington D.C. Metro Area

Amato was appointed by former President Obama to serve as the Director of Communications for the U.S. Office of Personnel Management (OPM) following one of the largest data breaches in U.S. Government history. In this role, he led a team of 20 communications professionals focused on the agency's internal and external communications, including crisis and rapid response strategies. He also served as a senior advisor to the OPM director.

House Committee on Armed Services

Communications Director, House Armed Services Committee, Minority Staff

January 2011 - October 2015 (4 years 10 months)

As Communications Director for the minority on House Armed Services Committee, Amato served as chief spokesman for the Committee's Ranking Member, coordinated messaging for minority members, and developed and implemented communications strategies on national security and foreign policy matters. Mike also coordinated messaging around the Select Committee on Benghazi.

Congressman Adam Smith

Communications Director, Congressman Adam Smith

September 2008 - January 2011 (2 years 5 months)

As Communications Director for Congressman Adam Smith, Amato led all facets of communications for the member's personal office, including developing local, statewide, and national communications strategies, preparing the member for interviews and media appearances, and implementing aggressive mail campaigns. Amato also established Smith's social media presence.

American Rivers

CONSULTANT

March 2008 - August 2008 (6 months)

Amato assisted in development and implementation of nationwide communications strategies around key priorities and worked with the communications team to manage daily demands, including the development of content and growing utilization of social media platforms.

Sage Communications

CONSULTANT

February 2008 - June 2008 (5 months)

Amato coordinated strategic communications for a host of clients including Moms Against Illegal Guns, The Sustainability Awards, Big Brothers Big Sisters Southeastern PA, and Independence Visitors Center which resulted in positive media coverage.

OFFICE OF COUNCILMAN JUAN F. RAMOS

Legislative Assistant

September 2007 - January 2008 (5 months)

As Legislative Assistant, Amato supported the legislative agenda of City Councilman Juan F. Ramos by attending legislative committee meetings and hearings, briefing Councilman on related policy issues, and conducting research on various policy and constituent-related issues.

CITY OF PHILADELPHIA OFFICE OF THE MAYOR ASSISTANT PRESS SECRETARY

January 2006 - September 2007 (1 year 9 months)

In this role, Amato worked to establish and maintain working relationships with editors and reporters for weekly and daily newspapers throughout

Philadelphia. He also conceived, planned, and coordinated all aspects of numerous community-based mayoral events that garnered positive media coverage.

Education

Temple University

Bachelor of Liberal Arts, Sociology · (2002 - 2005)