

KATE WATERS

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Re-election Campaign of Senator Mark Warner**Feb.-Nov. 2020****Communications Director**

- Led a team of four across three departments in executing a cohesive press, digital, and paid communications plan to re-elect Senator Mark Warner and suppress his opponent's ability to gain significant name recognition.
- Prepared the candidate for all public campaign appearances including debates and interviews, helping him hone a message that resonated with voters and articulated his priorities and legislative accomplishments.
- Worked with the advertising, digital, print mail, and polling consultants to create and strategically deploy over \$7 million in digital, print, and broadcast advertisements.

Kamala Harris for the People**Jan.-Nov. 2019****Traveling Press Secretary**

- Traveled full time with the candidate to prepare her for all public events, interviews, and press conferences. Helped her craft a core message and strategically respond to difficult questions and breaking news. Utilized access to the candidate to capture dynamic interactions with voters and behind-the-scenes moments for social media.
- As a senior spokeswoman, fielded in-person questions from the media daily and developed relationships with national, embedded, and local reporters in every state where we traveled.
- Managed the candidate's press time and flow of news on the road. Advised the senior leadership and four state-based leadership teams to develop a functional system of operations for events and travel.

U.S. Senator Kamala Harris**Nov. 2018-Jan. 2019****Digital Director & Deputy Press Secretary****Feb. 2017-Sep. 2018**

- As an on-the-record spokeswoman, maintained relationships with the Capitol Hill and California press corps to successfully roll out key legislation and raise the Senator's national profile.
- Developed and implemented the Senate social media strategy, executing digital organizing campaigns and leveraging viral moments, which garnered more than 1 million new followers within my first year.
- Advocated for, created, and executed the women's media strategy resulting in prime coverage in *Vogue*, *Elle*, *Bustle*, *Glamour*, *Essence* and other major women's publications within the senator's first year.

Abby Finkenauer for Congress**Sep. 2018-Nov. 2018****Communications Director**

- Executed a paid and earned communications strategy that defeated a two-term incumbent and elected the second youngest woman ever to Congress, one of two of the first Congresswomen ever elected from Iowa. Prepared the candidate for all major public events, general election debates and many of her first national television appearances.
- Served as a surrogate and the sole spokeswoman for the candidate. Gave print and local television interviews to further the candidate's message. Attended fundraisers and political events on her behalf.
- Advised on hiring, policy roll outs, and major political decisions in a personal capacity after the candidate took office.

Hillary for America**April 2015-Feb. 2016**

Iowa Press Secretary, State Communications Director (West Virginia, Idaho, Nebraska), Press Assistant (Iowa Caucus) • As an on the record spokeswoman for the campaign, gave print and on-camera interviews on behalf of the candidate.

- Managed press assistant, interns, out-of-state volunteers. Coached over 100 organizing staffers through their first interviews with local weekly and regional daily papers, helping them connect with volunteers and voters in their communities. Led message trainings for organizers.
- Staffed interviews and planned earned media events for the candidate and surrogates. Served as primary author of all in-state media materials.

U.S. Senator Tom Harkin**June 2013-Jan. 2015 Education****Press Assistant (Washington, DC)**

James Madison University, Bachelor of Arts in History with Distinction, *magna cum laude*, May 2013