

LAURENCE J. WILSON

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Secret U.S. Government Security Clearance 2014

PROFESSIONAL EXPERIENCE**Warnock for Georgia † Atlanta, Georgia † November 2020 – January 2021
Director of Advance**

- Planned, organized, and executed events around the state of Georgia for now Senator Rev. Raphael Warnock's U.S. Senate campaign.
- Worked as part of scheduling and advance department to make sure that the candidate and campaign surrogates are effectively scheduled, and their movements are strategic.
- Managed a team of 5 Advance staffers along with a \$400,000 production budget.

**Biden for President † Nationwide † August 2019 – November 2020
National Advance Staff**

- Planned, organized, and executed events around the country for now President Joe Biden and Vice President Kamala Harris presidential campaign.
- Worked as part of scheduling and advance department to make sure that the candidate and campaign surrogates are effectively scheduled.
- Arrived at different state events across the country before the candidate to make sure everything is in order.
- Liaised between finance, field department, community engagement, state staff, press relations and other stakeholders to the candidate is building a diverse coalition.

**Wilson Brand LLC. † Atlanta, Georgia † June 2018 – Present
CEO + Founder**

Wilson Brand LLC. is a brand strategy, events and logistics startup firm specializing in elevating outreach and overall brand identity. We connect the dots between ideation and execution through cultivating strategic partnerships to build brand awareness and overall longevity for your dream.

Clients:

- **South Carolina Democratic Party/Jaime Harrison for Senate All in for SC Tour | Scheduling & Advance**
 - Planned, organized, and executed events around the state for Jaime Harrison and down ballot candidates.
 - Worked as part of scheduling and advance department to make sure that the candidate and campaign surrogates are effectively scheduled.
 - Arrived at different state events across before the candidate to make sure all logistics are in order.
- **Antonio Brown for Atlanta City Council District 3 | Campaign Manager**
 - Managed the successful campaign of now Atlanta City Councilman, District 3 Antonio Brown. District 3 is represented by the Mercedes Benz Stadium home of the NFL Atlanta Falcons and MLS United, Morris Brown College, Atlantic Station, Coca Cola HQ and Bankhead among others.
 - Built relationships with local businesses, community activists and corporate stakeholders across Atlanta
 - Oversaw all strategic operations, hiring of staff, \$100,000 budget and all field operations.
 - Managed a field program which included knocking on doors and actively building a database which maxed out at 10,000 residents.
- **Tate+Associates LLC. | Strategic Planning Consultant**
 - Build and execute strategic campaigns through client project management, social media engagement, event management and event logistics with the Chicago community for a total of four clients including the Barack Obama Foundation, Lyft, ProjectsWish and Chicago Elite Classic
 - Initiated and cultivated collaborative relationships with key stakeholders both inside and outside the organization.
- **Live Nation & On the Run II (Beyoncé & Jay-Z) Tour | VIP Production Manager**

- Managed all VIP operations, backstage and logistics for OTR II Seattle, Washington show in conjunction with Beyoncé, Jay-Z, Live Nation, Roc Nation and Parkwood Entertainment.
- Initiated and cultivated collaborative relationships with key stakeholders both inside and outside the organization.
- **March for Our Lives Tour | Executive Producer & Tour Director**
 - Prepared the tour book (itinerary) which contained information such as venue details, hotel details, promoter details, show schedule and daily travel details.
 - Served as liaison between parents, external partners/vendors providing weekly communication.
 - Led the production team including students, deputies, security detail and transportation.
 - Oversaw the implementation of a \$1 million budget and the procurement processes to accurately coordinate material and resources allocation.

**Capitol Consulting Group † Washington, District of Columbia † 2012 – 2017
Project Manager**

- Served as project lead 20 high profile events for clients such as at&t, Federal Home Loan Bank of San Francisco, Members of Congress, Essence Festival in New Orleans and the Boys and Girls Clubs of America.
- Managed event accommodations and travel such as hotel reservations, entertainment as well as all audio-visual needs.
- Initiated and cultivated collaborative relationships with key stakeholders both inside and outside the organization.
- Produced and implemented a local press communication plan by reaching out to local outlets and cultivating strong relationships that led to increase media coverage of events.
- Provided leadership and guidance in the preparation of risk management or programmatic studies, projects and initiatives that had cross functional impacts within the firm.

**Obama for America † Chicago, Illinois & Norfolk, Virginia † 2011 – 2012
Community Organizer**

- Lead organizer for a region of 300,000 residents; recruited, trained and managed 500 staff and volunteers.
- Supervised and planned political events; including off the record stops, remain overnight visits, porch events, round tables, town halls, rallies both indoor and outdoor sites nationwide.
- Developed relationships and partnerships with local officials, state delegates and national advocacy groups through grassroots engagement.
- Directed volunteer recruitment and event production transferring volunteers into high performing professionals.

EDUCATION

University of Arkansas at Pine Bluff

Bachelor of Arts, Political Science and International Relations | December 2010

Shaanxi Normal University

Mandarin and Cultural Studies Certificate | May 2010 – August 2010

ADDITIONAL CREDENTIALS

TECHNICAL SKILLS	Quick-base, SABRE, DECS, RES, ASOM, MAPS, Google for Business, Salesforce.com, SAS, Microsoft Office, NGP, VAN/Votebuilder, Cvent, Proficient in Mac and Google applications (Sheets, Slides, and Docs)
Leadership	Vice-President , Congressional Black Caucus Foundation Alumni Association 2013-2016 Program Advisor , U.S.-China Emerging Leaders Program Beijing, Hangzhou and Shanghai, China 2015
Additional	Mister University of Arkansas at Pine Bluff , UAPB Student Government Association 2009-2010