



## EDUCATION

The George Washington University,  
School of Media and Public Affairs  
Bachelor of Arts in Political  
Communications, May 2012



## SKILLS

Project Management, Staff  
Management, Coalition Building,  
Organizing, Event Planning, Advance,  
Public Speaking, Photography

## WORK EXPERIENCE

### THE DEMOCRATIC NATIONAL COMMITTEE

#### Deputy National Political & Organizing Director | August 2020 - Present

- Worked with the National Political & Organizing Director to execute the agenda of the Democratic Party. Managed a team of 6 Director-level staff, responsible for creating short- and long-term goals in a constantly shifting environment.
- Under immense deadline pressure, served as project manager for transition of the Democratic Convention Caucus & Council from in-person to virtual/online. Worked with 14 Chairs, three staff teams, and vendors to create integrated experience for almost 90,000 unique attendees and 1,000 surrogates. Four-day event far exceeded participation levels of any prior in-person convention meetings.
- Supervised the Women for Biden Digital team of 325+ volunteers with 725,000 members on Election Day. Met daily with platform leaders to provide communications guidance, advise them on GOTV activities, and institute content moderation during debates and election week.
- Worked with Biden for President Coalitions and Political teams to integrate across 17 battleground states. Leveraged DNC contacts and established integrated communications infrastructure. Helped to create a strategy that allowed critical resources to be deployed and aligned in the last phase of the election.
- Managed political roll out for the DNC's voting resource, IWillVote.com. Site reached 21 million unique users in the 2020 election cycle. Led user training and adoption, and served as liaison between user experience and political team.

#### Constituency Operations Director & Women's Political Director | August 2019 - August 2020

- Managed 10 Political Directors that worked across 14 constituencies (Labor, Native American, African American, Latinx, Rural, etc). Provided guidance on organizing plans, events, and outbound communications. Prioritized outreach to ensure representation from diverse communities in DNC messaging.
- Worked with 50+ state electeds and influencers to spearhead planning around 11 Democratic Primary Debates that resulted in engaging 18,000 leaders through 70 events in key battleground states.
- Created implementation plan for comprehensive DNC Political database with detailed demographic, organization, and location information for over 20,000 key influencers.
- Led the Women's engagement portfolio working with 50 organizational partners, convened strategy sessions, and organized coalition meetings. Wrote "Women for the Win" newsletters to 14,000 subscribers.
- Staffed the DNC Women's Caucus under the direction of Chair Lottie Shackelford.

#### Political & Organizing Chief of Staff | June 2018 - August 2019

- Served as sole liaison with 10 departments responsible for building primary infrastructure and election readiness.
- Implemented new framework and processes to improve team efficiency. Helped create dashboard and metrics to track performance and outreach.
- Helped prioritize competing political travel leading up to the 2018 midterm elections for DNC Chair Tom Perez from 14 different constituencies and candidates across the country.
- Coordinated stakeholder engagement including constituency meetings and communications throughout election night.

### THE UNITED STATE OF WOMEN

#### Director & Chief of Staff | February 2016 - June 2018

- Launched the United State of Women (USOW) in partnership with the Obama White House Council on Women and Girls, reporting to former Senior Advisor to the President Valerie Jarrett and former Assistant to the President Tina Tchen. Scaled the organization over two years, helped manage a budget of \$2 million, and grew to a staff of five with 20 pro-bono creative contributors at three agencies.

# TAYLOR BARNES

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## THE UNITED STATE OF WOMEN (*Continued*)

### Director & Chief of Staff | February 2016 - June 2018

- In partnership with the Obama White House, led the first United State of Women Summit that gathered 5,000 gender equality activists. Event generated 2.6 billion impressions on social media.
- Helped negotiate and manage partnerships that raised over \$1 million from major brands including American Airlines, Unilever, PepsiCo, and the Tory Burch Foundation.
- Designed and executed national tour of 20 events and trainings that gathered thousands of women and allies across the country. Responsibilities included creating and coordinating with a local host committee, sourced training partners, recruited speakers, and developed multiple days of intersectional programming.
- Developed USOW's national and local engagement strategies that included coalition-building with over 500 stakeholder groups, both national and community-based, across six main issue areas.
- Served as the Project Manager for multiple roll-outs, including Summit announcements with First Lady Michelle Obama, a Sophia Bush PSA on Birth Control Access, and celebrations like Muslim Women's Day.
- Spearheaded USOW's digital organizing outreach that resulted in over 75 million content views, 57,000 digital event participants, 3,000 gatherings, and press coverage in mainstream publications such as The Washington Post and Women's outlets like Refinery 29.
- Collaborated with digital developers to revamp and maintain United State of Women's website.
- Moderated and/or participated on panels at events including SXSW, Teen Vogue Summit, and the MAKERS Conference.

## DENIZENS BREWING CO

### Founder & Director of Marketing | May 2014 - February 2016

- One of four business partners that opened the first majority female-owned brewery and taproom in the DC area.
- Recruited, scaled, and trained 40+ staff members to serve a 400 seat beer garden.
- Served as the brewery spokesperson for live TV interviews and as the first point of interaction for consumers.
- Created the voice and the tone of the brewery and grew social media followers to 15,000+ across platforms.
- Assisted with local government engagement to help change county laws to make them more supportive of craft brewing and other local industries.

## NATIONAL WOMEN'S BUSINESS COUNCIL, SBA

### Operations Officer | February 2013 - May 2014

- Reported to the Director of the National Women's Business Council and helped manage a \$1 million budget.
- Responsible for outreach to 16 appointed council leaders.
- Coordinated quarterly meetings in accordance with federal government protocols. Engaged female business owners, thought leaders, and speakers across different sectors.

## ADDITIONAL EXPERIENCE

- Presidential Inaugural Committee, Budget and Procurement Manager (2013)
- Organizing for America - Florida, Deputy Regional Field Director (2012)
- Democratic National Convention Committee, Special Assistant to the CEO (2012)
- White House Office of Scheduling & Advance, FLOTUS Advance Staffer (2012)
- White House Social Office, Intern (2011)
- Organizing for American - New Hampshire, Summer Organizer (2011)
- Office of Congressman Bill Foster, Intern (2010)