

Jessica Phan

(b)(6)

Education

University of Southern California
Masters of Science with Honors '18

Program:
Digital Social Media

Focus:
Political Media

University of California Irvine
Bachelor of Arts '13

Major: Arts and Humanities
(*Studio Art and Art History*)

Minor: Archaeology

Skills / Clearances

Clearance: (b)(7)(C) (Department of State Issued)

Languages: Fluent in Vietnamese

Design: Advanced Photoshop, Photography, Editing, Canva

Software: Quickbase, Salesforce, Sharepoint, Wordpress, AVUE, LexisNexis, Drupal, Outlook, Slack, Twitter Analytics, Facebook Analytics, Hootsuite, Microsoft Office, Greenhouse, Apple iWork, WebEx, Zoom

Interests

- Breaking World Records
- Social Change
- Backpacking
- Youth Engagement
- Logistics

Experience

FREELANCE – Los Angeles, CA | Washington, D.C.

Advance, Events, and Digital Consultant

January 2017 – Present

- Advance work for Principals and Presidential events: Mike Bloomberg, Michelle Obama, Fortune 100 companies and Markham Group, handling press logistics, site logistics, food and beverage, and managing teams for front of house operations.
- Project manages events for Fortune 100 company, handling staffing, execution, planning, and budget.
- Manages team of 40 for fortune 100 company to oversee guest experience, briefings, and virtual events.
- Implements strategic event production of multiple projects across the U.S.
- Liaises with leadership and senior staff members to manage on-the-ground logistics for principals.
- Ran internal communication rapid response for Fortune 100 company.
- Identifies creative strategy dedicated to storytelling by conceptualizing research data and analytic tools.
- Creates and executes tailored social media content calendar specific to each brand for optimal engagement and reach.

BIDEN – HARRIS TRANSITION TEAM – Washington, D.C.

Strategy & Operations Appointments Volunteer

November 2020 – January 2021

- Aided in databasing for the Operations Appointments Team.

BIDEN FOR PRESIDENT – Washington, D.C.

Asian Americans & Pacific Islanders (AAPI) for Biden National Digital Director Volunteer

August 2020 – November 2020

- Increased engagement by 297% on social media by designing and implementing digital strategy for AAPI national team, creating content calendar, writing copy, running war room for live social media postings.
- Managed team of fellows and interns to run operations and produce storyboards, content, and analytics.

Young Women for Biden Digital Leadership Committee

August 2020 – November 2020

- Drove strategy and graphic designed to get millennials and gen-z engaged in the campaign.
- Trained new team members in digital strategy, content building, and graphic creation.

MIKE BLOOMBERG 2020 – New York City, NY

National Advance – Lead RON

January 2020 – March 2020

- Lead for Mayor Bloomberg's rest overnight (RON) trips, handling all aspects of hospitality and meeting logistics, while collaborating with security, headquarters, and local hosts to ensure smooth turn of events.
- Managed traveling senior staff on the ground, configured manifests for movements, transportation, housing, food and beverage, luggage, as well as meetings logistics.
- Drafted and produced logistical RON Memos for principals and traveling staff at each RON.
- Lead briefings with principal and senior staff, managed logistics for VIP guests and political principals.
- Compiled and executed Mayor Bloomberg's daily briefing binder as well as senior staff briefing binders.
- Trained new members to advance and created RON training material.

DEPARTMENT OF STATE – Washington, D.C.

Public Affairs Specialists

February 2019 – March 2019

- Drafted and edited social media content for the Bureau of Conflict and Stabilization Operations.
- Graphic designed and created storyboards for content.
- Analyzed statistics for the Bureau to determine best engagement and optimization for content.

OFFICE OF MAYOR ERIC GARCETTI – Los Angeles, CA

Digital Intern

January 2018 – May 2018

- Drafted and edited social media copy, social media calendar, daily public schedule, official letters, and media clips.
- Gathered and deciphered Facebook, Instagram, Twitter, and LinkedIn analytics for weekly reports.
- Managed constituent services for the office of communications, processing press requests and streamlining office calls.

USC ANNENBERG OFFICE OF DEAN WILLOW BAY – Los Angeles, CA

Dean's Project Associate | Graduate Fellow

July 2017 – May 2018

- Lead Graduate Fellow, managing office operations and guest experience.
- Consulted and supported events for the Dean's office.
- Managed the Dean's transition into her new office and liaised with all departments of Annenberg to ensure smooth transition.
- Pitched and implemented social media strategies for the Dean which included launching her social media as well as maintaining the social media calendar, content creation, and analytics, drafts and edits press releases, statements, and trend reports.
- Delegated projects to a team of 4 for short term and long term creative strategies.
- Collaborated with official USC social media accounts to increase engagement and coverage of Dean's agenda.

BECOMM BARTER – Los Angeles, CA

Chief Creative Officer & Chief Operations Officer

May 2017 – May 2018

- Executed production of marketing events for beta launch.
- Recruited beta testers and ran data analysis customer response.
- Managed budget, event calendar, and milestone markers for the MVP beta launch.
- Developed and enforced design concept for brand identity to maintain consistency of quality and message of company.
- Managed executive team to oversee the development of the product and producing deliverable.
- Lead planning and implementation of production of company's content across multiple digital platforms.
- Provided technical direction for digital policies for company.

THE WHITE HOUSE (OBAMA ADMINISTRATION) – Washington, D.C.

Associate Director of the White House Internship Program (WHIP) & Staff Assistant

April 2015 – January 2017

- Oversaw development and programming for 150 – 200 interns per semester.
- Managed operations of WHIP office and oversaw 3 associates and 2 interns.
- Produced internal and external events at the White House for the internship program, mapping and planning out the life-cycle of each of the events from conception to post event analysis.
- Maintained and scheduled WHIP event calendar as well as the Director's calendar.
- Lead staff for the Intern-led programming. Creating programming with senior staffers for the class to simplify policy: domestic policy, international policy, legal policy, women & girl's policy, LGBTQ policy, and communications policy.
- Executed the review of thousands of applications as well as the placement of 150 – 200 internship positions per cycle.
- Pitched and authored White House blogs and press releases, producing new video content, led Facebook live Q&A session.
- Collaborated with the White House digital, legal, and communications team on over 300 White House Internship press requests including editing and final approvals.
- Launched and managed official WHIP Twitter account as well as social media engagement for the program.
- Consulted with 16 departments on team development for each new class and lead management trainings for supervisors.
- Developed internal and external communication strategy for internship program as well as the alumni program.
- Pitched senior staffers as well as outside vendors and city partners to further the program's scope and social impact.
- Redesigned internship website and recruitment by creating a new social media strategy and a re-brand of materials.

Advance Associate

September 2014 – April 2015

- Traveled in advance of President Obama to prepare his event logistics for the Administration's agenda.
- Coordinated with senior staff, secret service, White House staff, and host staff to follow protocol and ensure safety.
- Specialized in building large crowds: crowd access, VIP access, American with Disabilities Act (ADA) accessibility at events.
- Recruited, trained and managed over 100 volunteers at each event site in the span of 7 days or less. Designing training material, creating maps, and assembling team kits specialized for each event space.
- Press lead, managed local press and traveling press during President's trip at event sites, editing and drafting press releases.
- Liaison to local fire departments, venue hosts, local police department, and Secret Service.
- Managed ticket distribution to the public and private guests.

White House Personnel and Review Associate

May 2014 – November 2014

- Lead for research project to track all of the Administration's personnel records from 2009 until 2014.
- Vetted on-boarding of potential interns for the White House by researching and tracking paperwork.

White House Personnel Intern

February 2014 – May 2014

- Facilitated the pre-organizing and outreach of over 10 professional development series and Work, Life, Balance event initiatives for all staff of the Executive Office of the President.
- Managed internal website for the Health and Wellness Council, generating posts as well as restructuring website format for easier user experience.
- Assisted in on-boarding and off-boarding tasks by conducting research and tracking paperwork to ensure a correct timeline for the administration for over 500 employees.
- Organized and deciphered agency-wide project analysis for public affairs program of the Health and Wellness program.
- Implemented and lead new procedures for database management efficiency.
- Lead for White House Internship community service project at local food bank.

HUMAN RIGHTS CAMPAIGN - Washington, D.C.

Youth and Campus Outreach Intern

September 2013 – January 2014

- Aided in the management and growth of LGBT youth organization's involvement in equality issues.
- Increased collaboration and improved access to higher education for LGBT and allies through marketing strategies.
- Managed *National Student Membership* for organization by creating follow-up system to retain members.
- Head intern liaison between interns and the internship program for over 30 interns.

ASSOCIATED STUDENTS OF THE UNIVERSITY OF CALIFORNIA IRVINE (ASUCI) - Irvine, CA

Student Services Vice President

June 2012 – June 2013

- Managed a team of 150 interns and 12 commissioned officers.
- Directed operations of the office, including scheduling, training, and development for a staff of 150, leading meetings with department committees and advisors, and booking venues and vendors for events.
- Recruited and interviewed over 300 applicants.
- Designed creative marketing strategy for over 15 events including Breaking the Guinness Dodgeball World Record.
- Collaborated with all departments on UC Irvine Campus to ensure smooth work flow and efficient organization of operations for all events. Developed long-term relationships with vendors.
- Managed budget for large scale entertainment and educational events with a budget of \$500,000.

Club Outreach Commissioner

June 2011 – June 2012

- Managed 18 interns as a liaison between ASUCI and over 650 organizations on campus.
- Successfully planned nine campus wide events with budgets that ranged from \$25-\$5,000.
- Executed marketing campaigns with a team of seven for elections and UC wide events.

CIRCLE K INTERNATIONAL - Irvine, CA

CNH District Convention Decorations Chair

April 2011 – April 2013

- Worked with a team of 10 to execute the annual District Convention for the California, Nevada, and Hawaii District for theme styling, preparation of all visual design, pre-production and post-production.
- Lead registration and convention gifts for over 800 attendees.
- Managed budget for decoration, gifts, registration, and entertainment.