

Adrian Eng-Gastelum

SKILLS

Native Spanish speaker, writer, and translator. Experience crafting digital content and strategy across social media platforms. Proficient using VAN, Crimson Hexagon, TV Eyes, Tweetdeck, Google Suite.

EXPERIENCE

DCCC / Western Press Secretary and Latino Communications Lead

April 2021 - Present

- ❖ Direct communications strategy for competitive congressional elections in five states
- ❖ Serve as spokesperson for Latino media and for Western races in national and state press
- ❖ Work with state parties and congressional candidates as an advisor and communications lead
- ❖ Ran point on communications for NM-01 Special Election, first big victory for Democrats in 2021
- ❖ Placed stories in Agencia Efe, CNN en Español, El Diario, La Opinión, Telemundo/Univision, and other Spanish language outlets

Biden-Harris Presidential Transition / Immigration and Latino Outreach

December 2020 - Inauguration Day 2021

- ❖ Worked on the Immigration and Latino outreach teams engaging political organizations & progressive advocacy groups to marshal support for the incoming Biden-Harris administration.

Biden for President / Nevada Press Secretary & Coalitions Communications

August 2020 - November 2020

- ❖ Booked & coordinated over 200 surrogate interviews for TV, radio, and print outlets
- ❖ Worked with [national](#) reporters writing on Nevada campaign to place positive stories on the Biden-Harris campaign
- ❖ [Created viral moments](#) that [demonstrated](#) enthusiasm for Biden-Harris.

Climate Power / States Press Secretary

April 2020 - July 2020

- ❖ Led communications program and acted as the on-the-record spokesman for Arizona, Colorado, Florida, & Latino media
- ❖ Developed and executed communications plans for 7 battleground states and the national Latino communications strategy
- ❖ Placed 20 stories in 12 weeks across [local](#) and [national](#) press mobilizing voters to support climate action

Warren for President / National Press Aide & Deputy Press Secretary for the West

October 2019 - March 2020

- ❖ Pitched to reporters and producers, booking dozens of campaign surrogates on local TV/radio across the West
- ❖ Acted as Press Secretary for Arizona, California, and Colorado
- ❖ Staffed & prepped U.S. Senator Elizabeth Warren, Secretary Julian Castro, & U.S. Rep. Katie Porter for media interviews

U.S. Senator Catherine Cortez Masto / Communications Intern

Summer 2019 Washington D.C.

- ❖ Wrote dozens of press releases, statements, and op-eds on energy, climate change, immigration and foreign policy

SKDKnickerbocker / Communications Intern

January 2019 - May 2019, Washington D.C.

- ❖ Drafted/edited hundreds of communications materials like press releases, media advisories, pitch emails, & OpEds

HiHab / Digital Communications Assistant

January 2018 - December 2018, Remotely

- ❖ Public relations and marketing assistant for an affordable housing start-up based out of Mexico City

EDUCATION

The New School / BA in Journalism and Digital Design, Political Science

New York City, 2018

- ❖ Graduated Magna Cum Laude. Was editor-in-Chief of the university newspaper and a champion regional policy debater