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*“HIGHLY MOTIVATED, DEDICATED, POLITICAL OPERATIONS SUPPORT & LEADERSHIP PROFESSIONAL WITH STRONG ORGANIZATIONAL SKILLS AND ETHIC; EXTENSIVE NETWORK AND POLITICAL PRESENCE WITHIN RESPECTIVE COMMUNITIES.”*

## EXPERIENCE:

### MOSAIC COMMUNICATIONS LLC, Arlington, VA

#### 2021-PRESENT *VICE PRESIDENT*

- Specialize in digital, radio, and television advertising for campaigns, ballot measures, and non-profit advocacy with an emphasis on building multicultural coalitions.

### CIVIC 365 LLC, Orlando, FL

#### 2019-PRESENT *PRINCIPAL CONSULTANT AND PRESIDENT*

- Founder and CEO of a consulting firm specializing in community relations to diverse stakeholders with an emphasis on cities and urban communities.
- Provides advice to several corporate clients through successful navigation of entry into new markets, engagement assessments, and plans of action to ensure success in reaching target audiences.
- Creates donor investment plans in support of various political causes for high-net-worth individuals and business leaders.
- Develops and leads grassroots and grassstops strategies to key stakeholders helping to mitigate potential political risks for clients.
- Advises as a General consultant to political campaigns, including targeted congressional bids.

### BIDEN HARRIS TRANSITION, ORLANDO, FL

#### 2020-2021 *MEMBER, UNITED STATES DEPARTMENT OF JUSTICE AGENCY REVIEW TEAM*

- Participated in the review of the Department of Justice as part of the Biden-Harris Transition’s agency review process.

### BIDEN HARRIS FOR PRESIDENT, ORLANDO, FL

#### 2020-2020 *SOUTHERN REGION COALITIONS DIRECTOR (GEORGIA, NORTH CAROLINA, FLORIDA)*

- Developed and managed the implementation of political engagement strategy across three southern battleground states with a portfolio including outreach to African-Americans, clergy, Asian Americans, seniors, Young Americans, Latinos, LGBTQ, rural, and business communities.
- Hired and managed a staff of 6 responsible for the recruitment and hiring of 45 coalition liaisons and development of metrics-based work plans for all coalition departments.
- Created the campaign’s *Club Promotion* Initiative which targeted low propensity African-American voters across seven battleground states.
- Provided political and organizational counsel to state directors, including allocation of staff and budgets to achieve campaign goals.
- Regularly troubleshoot and developed solutions for various political, communications and operational challenges facing the campaign.
- Participated in senior staff discussions regarding key decisions for the campaign and represented the campaign before elected officials, external stakeholders, political leaders and grassroots activists.
- Served as an adviser to and conducted regular check-ins with national coalition leads and state coalition teams to ensure proper program execution.

### ANDREW GILLUM FOR GOVERNOR CAMPAIGN, Orlando, FL

#### 2018-2019 *POLITICAL DIRECTOR*

- Directly managed a staff of 8, including two deputy political directors and six regional political directors.
- Successfully developed and managed a statewide political program that focused on diversity & inclusion, coalition building, and constituency outreach in one of the nation’s largest and most diverse states.
- Principal political advisor to the candidate, campaign manager and senior advisors with ultimate responsibility for ensuring positive relationships with elected officials, key stakeholders and opinion leaders.
- Created African-American outreach strategy and programming that helped increase voter engagement and voter turnout through relational organizing by, among other techniques, creating a low propensity voter plan, managing content development for targeted digital ads, overseeing messaging for the SMS program, managing *Souls to the Polls*, building a gospel concert, organizing community rallies and events, promoting Historically Black Colleges and University (“HBCU”) engagement, and coordinating with Black civic organizations.
- Conceived a political expansion plan for the voter protection department that led to increased early vote hours at key polling locations.
- Created and implemented a faith-based engagement program where Mayor Gillum and surrogates visited 100 churches per Sunday in ten key counties.
- Assisted the communications department on developing a rapid response plan for negative attacks on Mayor Gillum.
- Worked directly with the surrogates’ team on securing ambassadors for Mayor Gillum’s message.
- Managed and advanced high-profile campaign events, including large rallies attended by thousands of voters.

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## FLORIDA DEMOCRATIC PARTY, Orlando, FL

### 2018-2019 SENIOR ADVISOR

- Served as senior advisor to the Florida Democratic Party (FDP) Chair and Executive Director.
- Managed the Municipal Victory Project (MVP), a program that recruited and elected Democrats to local office and built a fundraising infrastructure that provided a strong donor base for the MVP.
- Managed the Political Department on implementing a comprehensive and cohesive political program to ensure statewide electoral victories.

### 2017-2018 INTERIM EXECUTIVE DIRECTOR

- Successfully transitioned both the interim and permanent Florida Democratic Party Chairs.
- Created the 2018 FDP budget and ensured that all department directors were adhering to the operating budget.
- Communicated regularly with the party chair and party officers regarding programmatic and fundraising activities of the state party. Raised funds (\$85,000 in less than six months), which included providing proposals to potential donors and national/ state partners as well as coordinated with direct mail firms on campaign strategy/execution.
- Managed FDP staff which included conducting interviews, staff performance reviews, reviewing staff functions, and restructuring job responsibilities.
- Managed political relationships across the state and country among elected officials and party stakeholders while stargazing with municipal, state, and federal campaign senior staff.

### 2017-2017 POLITICAL DIRECTOR

- Advised the new Florida Democratic Party Chair and Executive Director on the Florida political landscape.
- Demonstrated the ability to develop and execute political strategies and manage a statewide program.
- Assisted the FDP finance and party affairs departments to strengthen FDP's relationships with key stakeholders, local leaders, state DECs/ caucuses, and elected officials.
- Coordinated with national political entities; Democratic National Committee (DNC) and Democratic Congressional Campaign Committee (DCCC) regarding media events and electoral activities throughout Florida.
- Hired and managed Deputy Political and Community Engagement Directors.

### 2015-2017 DEPUTY POLITICAL DIRECTOR

- Provided advice to the Executive, Deputy Executive, and Political Director on municipal, state level and federal campaigns. Worked with the Hillary for America coalitions, communications, political, and surrogate departments at both the state and national level to create and strengthen relationships between elected officials and community leaders throughout Florida.
- Spearheaded candidate viability assessment reviews for the "Municipal Victory Project" (MVP), a program focused on strategy and investing in local campaigns while managing on-site political outreach and "Get Out the Vote" (GOTV) program that elected a new Democratic Mayor in Gainesville, FL.
- Coordinated with national political entities; Democratic National Committee (DNC) and Democratic Congressional Campaign Committee (DCCC) regarding media events and electoral activities throughout Florida.
- Hired and managed Deputy Political and Community Engagement Directors.

## THE UNITED NEGRO COLLEGE FUND, Washington, DC

### 2015-2015 GOVERNMENT AFFAIRS COORDINATOR

- Provided support to the Senior Vice President of Public Policy and Government Affairs to advance United Negro College Fund's (UNCF) policy agenda in the U.S. Congress and the Executive Branch, focusing on federal post-secondary education policy and legislative/regulatory issues primarily impacting minority education.
- Conducted research of education policies, legislation, and regulations to assess the impact on private Historically Black Colleges and Universities (HBCUs) and the educational opportunity for underrepresented students. Assisted in production of persuasive fact sheets, letters, and talking points while ensuring a high degree of timeliness, accuracy, and attention to detail for use by UNCF government affairs staff, President and CEO, member schools, and congressional staff.
- Collaborated with HBCU coalition partners and higher education advocacy, policy, and research organizations to remain abreast of Executive Branch programs, policies, initiatives, and regulations of importance to HBCUs and minority education. Interacted with presidents and administrators of member institutions to provide information for policy, legislative, and regulatory positions.
- Coordinated with UNCF communications departments to identify and implement strategies that support public policy advocacy initiatives.

## U.S. HOUSE OF REPRESENTATIVES' COMMITTEE ON EDUCATION AND THE WORKFORCE, Washington, DC

### 2015-2015 EDUCATION AND LABOR POLICY INTERN

- Provided specific research and statistical analysis project support to the committee Staff Director, General Counsel and senior education/labor policy advisors. Assisted with the daily operations of the office by supporting the Committee Clerk with legislative research, drafting memos, staffing committee hearings and markups, compiling daily news clips related to committee issues, and administrative duties as assigned.
- Worked with officials from the Department of Education and The White House, assisted in creating initiatives supporting HBCUs. Served as a liaison to the HBCUs on amplifying HBCU support in the Higher Education Act (HEA) and various executive departments/agencies.

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**LENDA SHERRELL FOR U.S. CONGRESS, Murfreesboro, Tennessee**

**2014 – 2014 DEPUTY POLITICAL DIRECTOR**

- Worked closely with the Political Director to execute strategic functions and strengthen political relationships with progressive organizations, churches, labor unions, colleges, universities, and constituent organizations – targeted 110,000 voters in Tennessee’s 4<sup>th</sup> Congressional District.
- *Pioneered the first **Souls to the Polls** and **Campus Rock the Vote Program** for the middle Tennessee region by working with Middle Tennessee State University faculty and student leaders.* Worked with local churches and clergy which resulted in thousands of early votes being cast.

**OFFICE OF STATE SENATOR GERALDINE F. THOMPSON, Orlando, Florida**

**2012 – 2014 SENIOR LEGISLATIVE AIDE TO SENATOR THOMPSON**

- Served as a liaison between the Florida Legislature and the constituents of Florida State Senate District 12. Lead training and staff; *managed office accounts and a \$79,600 budget; managed the appropriations process leading to \$5.7 million for the District;* oversaw policy, legislative and constituency affairs; coordinated logistics; researched grants; prepared office reports; managed communication tools such as newsletters, social media, press conferences/releases; and maintained professional acumen at all times. Entrusted to maintain constituent confidentiality and to manage sensitive information while interacting with key stakeholders and the public.
- Coordinated with the Florida Senate and House Members, Governor’s Office, lobbyists, and Appropriations Committee staff regarding pending legislation and appropriations. Authored appropriations requests/ amendments and conducted research with the purpose of providing support for legislation and appropriations requests. Conducted research and prepared reports for submission to the Democratic Caucus, Committee Staff, Committee Chair, and the Governor’s Office. As Senator Thompson’s personal staffer, my role also included maintaining the Senator’s schedule, logistics, accompanying the Senator to events, and managing constituent requests for appointments with the Senator.

**GERALDINE F. THOMPSON FOR FLORIDA STATE SENATE CAMPAIGN, Orlando, Florida**

**2012 – 2012 COMMUNITY AND FAITH-BASED OUTREACH ADVISOR**

- Served as a liaison between Representative Thompson and key community/religious leaders. Taught and promoted civic engagement for communities of faith; coordinated voter registration and volunteer recruitment efforts; developed a **Souls to Polls** program.

**BUDDY DYER FOR MAYOR CAMPAIGN, CITY OF ORLANDO, Orlando, Florida**

**2012 – 2012 COMMUNITY AND FAITH-BASED OUTREACH ADVISOR**

- Served as the liaison between Mayor Dyer and key community/religious leaders. Primarily responsible for effectively recruiting volunteers; event planning; communicating with constituents; and managing interns and volunteers. Scheduled and staffed the Mayor for various events including church visits; managed requests from and handled the Mayor’s appointment schedule with the faith-based community.

**OBAMA FOR AMERICA AND CAMPAIGN FOR CHANGE, Orlando, Florida**

**2008 – 2009 FIELD ORGANIZER**

- *Helped to implement and operate a base canvass program, targeting 52,373 voters in the lowest-turnout areas of Orlando, which resulted in thousands of voters casting ballots prior to Election Day.* Additionally, assisted in the creation/ management of the Base Canvass Field Office, which served as the staging point for hiring, recruiting and training more than 250 new canvassers. *Assisted in the recruitment/ training of more than 100 volunteers and GOTV Field Organizers throughout Orange County and surrounding counties in the 2008 general election.*

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## EDUCATION:

**UNIVERSITY OF CENTRAL FLORIDA, ORLANDO, FL**

- Bachelor of Arts in Public Administration
- Bachelor of Arts in Political Science, Pre- Law