

# VERONICA MORALES

(b)(6)

## SUMMARY

- ✓ A blend of strategist, project manager, community organizer, and communicator with a proven track record of driving exceptional strategies, leading diverse teams, and making a meaningful organizational impact
- ✓ Dedicated to creating and leading project milestones and outcomes with high levels of analysis, transparency, and effective communication up, down, and across a congressional office
- ✓ Inspired by opportunities to build relationships, innovate, and drive positive change in an environment that demands sound judgment, autonomy, and creativity with a mission-driven mindset
- ✓ 10+ years of strategic communications experience in collaborative, fast-paced, and high stress situations

## PROFESSIONAL EXPERIENCE

### U.S. HOUSE OF REPRESENTATIVES 10/2021 – PRESENT

#### COMMUNICATIONS DIRECTOR – COMMITTEE ON FINANCIAL SERVICES

- Develop and execute overall communication strategy on key legislation and committee business (i.e., Build Back Better Act) on behalf of Chairwoman Maxine Waters
- Consistently pitch and staff stories to reporters nationally and locally, including the Washington Post, NYT, Politico, and African American and Latinx media outlets
- Oversee 4 staff members and manage draft remarks, op-eds, pitching, and social media content across 6 subcommittees and 2 task forces

#### DEPUTY COMMUNICATIONS DIRECTOR | 12/2020 – 9/2021

- Actively engaged reporters and managed communication activities for the committee around issues of fair housing, insurance, capital markets, credit reporting, and lending
- Drafted press releases, talking points, media advisories, and managed social media content

### KPMG | MCLEAN, VA 8/2018 – 12/2020

#### SENIOR ASSOCIATE – COMMUNICATION & CHANGE MANAGEMENT LEAD

- Actively engaged and lead a team of 5 utilizing strategic communications, relationship management, design thinking, and user experience to implement financial reporting and grants management improvements across a \$500B Federal Government portfolio
- Project managed deliverables including pitching/staffing senior executives to press interviews, meeting & event planning, content creation for PowerPoint decks, newsletters, brochures, website content, press releases, and talking points for speakers
- Developed and maintained interpersonal relationships with national/local government publications and finance/emerging tech media to proactively pitch client initiatives

### BOOZ ALLEN HAMILTON | MCLEAN, VA 10/2011 – 7/2018

#### ASSOCIATE – STRATEGIC COMMUNICATIONS | 1/2018 – 7/2018

- Designed and executed the communication strategy and content for a \$50M military health contract including project management of 15 projects for submission to the client
- Provided editorial and writing expertise to 70+ staff in a fast-paced environment where meeting deadlines and content accuracy were mission critical
- Produced communication collateral including social media posts, reports, brochures, flyers, process maps, and other visuals to strengthen overall communication effectiveness for internal and external audiences

#### SENIOR CONSULTANT – STRATEGIC COMMUNICATIONS | 1/2014 – 12/2017

- Led a team of 7 charged with designing, researching, and distilling extensive research to accurately and effectively respond to Congressional committees and departmental requests
- Supervised and coordinated crisis communications for 20+ deadline-driven projects on behalf of the Assistant Secretary for Health Affairs
- Managed intake of all Congressional questions for the record, coordinated the research, analysis, and communication response to return to Congress regarding military health priorities (e.g., Congressional responses to understand military suicide rates)

#### CONSULTANT – STRATEGIC COMMUNICATIONS | 10/2011 – 12/2013

- Designed corporate communications strategy for Veterans Affairs' Under Secretary for Benefits, Allison Hickey, which included researching talking points, vetting speaking engagements, drafting content, and leading dry runs of speaker content

## AREAS OF EXPERTISE

ADVOCACY  
BILINGUAL: ENGLISH & SPANISH  
BRAND MANAGEMENT  
CANVASSING  
CHICAGO & AP STYLES  
CLEARANCE: SECRET W/TS  
ELIGIBILITY  
COMMUNICATION CAMPAIGNS  
COMMUNICATION STRATEGY  
CONTENT CREATION  
CRISIS COMMUNICATIONS  
DIGITAL MARKETING  
EVENT PLANNING & SCHEDULING  
FINANCIAL SERVICES  
GRAPHICS & VIDEO  
MEDIA RELATIONS  
PITCHING  
POLITICAL CAMPAIGNS  
PUBLISHING  
RELATIONSHIP BUILDING  
RESEARCH & DATA ANALYSIS  
SOCIAL MEDIA STRATEGY  
STRATEGIC COMMUNICATIONS  
WEB CONTENT  
WRITING & PROOFREADING

**NORTHWESTERN UNIVERSITY | EVANSTON, IL 9/2008 – 6/2011**

**LATINO STUDENT ADMISSIONS COORDINATOR**

- Pitched and implemented 10 annual outreach events for Latino alumni, increasing attendance of prospective students and resulting in a +50% in Latino student participation
- Planned and executed 3 Wildcat Days, the annual 4-day prospective student weekend, including matching of students with hosts and the facilitation of student activities

**COMMUNITY ENGAGEMENT EXPERIENCE**

**PAY OUR INTERNS 10/2020 – PRESENT**

**BOARD OF DIRECTORS**

- Provide strategic direction and assist with board development in support of the Mission: “Fighting for an increase in the number of paid internships across all work sectors”

**FINHANKRA AKOMA NTOASO (FAN) 6/2019 – PRESENT**

**BOARD OF DIRECTORS**

- Guide strategic direction in alignment with the Mission: “Safe House, Linked Hearts” providing youth in foster care the opportunity to nurture their interests and talents, acquire new skills, and gain a sense of personal and group recognition in an atmosphere of hope

**COMPASS PRO BONO CONSULTING 9/2015 – PRESENT**

**TEAM MEMBER – FUNDING & STRATEGIC ALIGNMENT**

- Created strategic communications plan and toolkit to drive effective alignment of business development efforts
- Briefed the nonprofit board and executive director on expanding donor outreach and built a business case for the hiring of a development staff member
- Evaluated the nonprofit’s strategic goals, interviewed staff, realigned current programming, and edited final deliverable, resulting in business process improvements and staff changes

**DESIGN THINKING DC 6/2015 – 8/2018**

**TEAM MEMBER – CAPITAL ONE | 5/2018 – 8/2018**

**TEAM MEMBER – PUBLIC BROADCASTING SERVICE (PBS) | 6/2015 – 8/2015**

- Capital One – Researched, prototyped, and designed an app aimed at helping the homeless population reenter the workforce
- PBS – Researched, prototyped, and designed #Kaleidocon, a social media campaign that used Facebook and Twitter to better empower and equip educators of at-risk youth

**VOLUNTEER CAMPAIGN EXPERIENCE**

**SEED THE VOTE 9/2020 – 11/2020**

**CAMPAIGN VOLUNTEER**

- Phone banked for General Election on behalf of Joe Biden and Kamala Harris with outreach to Black and Latinx voters in Florida

**JUSTICE DEMOCRATS 2020 ELECTION CYCLE 12/2018 – 1/2020**

**CAMPAIGN VOLUNTEER**

- District and candidate vetting and research for the 2020 election cycle

**ALEXANDRIA OCASIO-CORTEZ FOR CONGRESS 5/2018 – 10/2018**

**CAMPAIGN VOLUNTEER**

- Canvassed, phone banked, and participated on the research team for Primary and General Election strategy

**BETO O’ROURKE FOR SENATE 5/2018 – 10/2018**

**CAMPAIGN VOLUNTEER**

- Phone banked for Primary and General election

**RESEARCH & INTERNSHIP EXPERIENCE**

**NORTHWESTERN UNIVERSITY 9/2010 – 6/2011**

**SENIOR THESIS PARTICIPANT – AMERICAN STUDIES PROGRAM**

- Canvassed, collected, and analyzed data on 40+ interviews in the Pilsen neighborhood to capture Mexican immigrant community attitudes regarding gentrification

**TRAINING & CERTIFICATIONS**

**AMERICAN UNIVERSITY  
WOMEN & POLITICS INSTITUTE,  
WELEAD PROGRAM | 2020**

**UNIVERSITY OF VIRGINIA  
SPECIALIZATION IN DESIGN  
THINKING & INNOVATION | 2019**

**HOOTSUITE  
SOCIAL MEDIA MARKETING  
CERTIFICATION | 2019**

**DCTV – PUBLIC ACCESS  
CORPORATION OF DC  
PRODUCING & VIDEOGRAPHY | 2019**

**UK CHARTERED INSTITUTE  
OF MARKETING  
SOCIAL MARKETING CERTIFICATION |  
2018**

**ICAGILE  
ICAGILE CERTIFIED PROFESSIONAL |  
2016**

**EDUCATION**

**NORTHWESTERN UNIVERSITY |  
BACHELOR OF ARTS**

**MAJOR: COMMUNICATION STUDIES  
& AMERICAN STUDIES**

**MINOR: CIVIC ENGAGEMENT**