

DANIELLE HIRSHBERG

(b)(6)

WORK EXPERIENCE

PETE BUTTIGIEG & WIN THE ERA

- o Managed Mayor Pete Buttigieg's political, media, and surrogate activities and schedule for the 2020 general election cycle
- o Served as key strategic counsel, clearinghouse and liaison for the Mayor for all day-to-day activities, invitations and requests
- o Directed all operations and strategy for the Win the Era Political Action Committee and Action Fund. Responsibilities included leading the strategic planning for the 2020 election cycle, running the endorsement selection process, overseeing the organization's budget and revenue allocation, coordinating the Advisory Board, and managing a team of 10+ staff and consultants
- o Key deliverables included endorsing 107 candidates in 31 different states, raising \$12 million for the Biden for President campaign and over \$4 million for other candidates and organizations, and executing over 46 virtual and in-person events, over 170 local and national media appearances, and over 250 pre-recorded videos for Democratic candidates and organizations

CHIEF OF STAFF

July 2020-December 2020

PETE FOR AMERICA

- o Created and managed the surrogate fundraising program for Pete for America, raising a total of \$2 million from over 100 events and 40 surrogates, over 6 months
- o Oversaw all day-to-day surrogate fundraising processes, including but not limited to: proactively and strategically deploying surrogates within the U.S. and abroad, managing the surrogate event, scheduling and request processes, creatively using surrogates to maintain current donor relationships as well as cultivate new donors, and more
- o Managed key surrogate relationships with the principal's spouse and campaign staff, elected officials, celebrities, and other influential endorsers

SURROGATE INVESTMENT DIRECTOR

September 2019-March 2019

HICKENLOOPER 2020

- o Oversaw all social media planning, development, and executions for Senator John Hickenlooper's presidential campaign
- o Produced and edited digital executions, including but not limited to: email, digital ads, campaign literature, and website content
- o Assisted in developing all visual representations of the campaign and candidate brand, such as: logo development, social media templates, email templates, digital ad creative, and more

CREATIVE DIRECTOR

January 2019-July 2019

ETHAN'S

- o Created the brand strategy and messaging for the wellness brand, and executed all external marketing efforts, ranging from social media posts to brand ambassador and PR programs

HEAD OF BRAND

May 2018-January 2019

FEARLESS UNLIMITED

- o Served as the lead strategist and/or co-lead for the social impact agency on accounts including Twitter, Third Way, and Verizon
- o Oversaw the creation of communication toolkits, messaging and brand architectures, website copy, targeted branding and messaging campaigns, and conducted key quantitative and qualitative research on consumer landscapes and trends
- o Served as liaison between media consultants and clients, created media plans and wrote media reports and analyses, and determined media budgets

SENIOR STRATEGIST

March 2015-December 2017

COLORADO DEMOCRATIC PARTY

- o Managed all volunteer and outreach activity for Senator Mark Udall and Congressman Jared Polis in Eagle and Summit Counties

FIELD ORGANIZER

August 2014-November 2014

EDUCATION

MIDDLEBURY COLLEGE

ENVIRONMENTAL POLICY & FRENCH

September 2010-May 2014

MIDDLEBURY SCHOOL IN FRANCE

December 2012