

JORGE A. SILVA

(b)(6)

RELEVANT PROFESSIONAL EXPERIENCE

Deputy Chief of Staff and Communications Advisor Office of U.S. Senator Jacky Rosen

January 2019 - Present
Washington, DC

- Main on-the-record spokesperson for Senator Rosen; oversee all press, messaging, and written products in English and Spanish, and manage a diverse communications team of 7
- Work closely with the policy team to develop legislative ideas, materials for hearings, and policy proposals to advance the Senator's priorities and lead the launch and amplification of the policy proposals and hearing questions
- Manage and coordinate all media activities for Senator Rosen, including political activities; maintain constant communication with a large network of reporters to place stories in Nevada and national publications
- Brief the Senator on a daily basis about current legislative and non-legislative issues; develop talking points and correspondence for constituents and stakeholders on key issues
- Oversaw office start-up: hired key staff, developed a communication strategy, spearheaded the office's statement of purpose, suggested Senate Committees to join, created streamlined press processes and approval procedures
- Worked with Chief of Staff and senior staff to develop and implement an open-door policy for staff to elevate discrimination concerns within the office; led internal hiring policy changes and secured implicit bias trainings following the killing of George Floyd
- Led numerous policy proposals and legislative actions to address racial and gender inequalities related to immigration, access to STEM fields for women and minorities, anti-discrimination, policing reform, access to quality education for minorities, and access to affordable housing in Nevada

Vice President for Communications Latino Victory Project

January 2017 - December 2018
Washington, DC

- Managed communications team and oversaw press, messaging, and all written and spoken products in English and Spanish for progressive Latino-focused organization with a budget of \$6 million in 2018 cycle
- Updated the mission statement to reflect the new wave of anti-immigrant and anti-Latino rhetoric around the country and focused efforts to increase the political representations of Latinos at every level of government
- Collaborated with several minority rights organizations, including African American and Asian American organizations to develop a joint strategy to push back against the rise of hateful rhetoric towards minorities
- Developed and executed a long-term communications strategy to increase LVP's name recognition and increase Latino political representation; performed over 100 national TV interviews
- Worked closely with the Political Director to develop long term messaging for the state chapters and candidates
- Placed stories in national publications that highlighted LVP's work supporting Latino candidates across the country and the creation of several state chapters to increase the impact of the organization
- Advised more than 50 LVP-endorsed candidates during 2017 and 2018 cycles, provided talking points, messaging, strategy, and policy proposals to increase positive press coverage;
- Maintained constant communication with Congressional Hispanic Caucus members and staff

National Director of Hispanic Media Hillary for America

August 2015 - November 2016
Brooklyn, New York

- Chief on-the-record spokesperson for Hillary Clinton's presidential campaign for Hispanic Media (print, online, radio, TV) and English media spokesperson: performed over 200 Spanish and English language interviews
- Prepared and briefed presidential candidate Hillary Clinton, vice-presidential candidate Tim Kaine, and senior campaign leadership and surrogates for on-the-record interviews
- Managed a team of 5 communications professionals at headquarters, and coordinated with dozens of staff deployed

- across the country to deliver a culturally competent and consistent message to voters about our policy proposals
- Worked closely with coalitions media directors to develop a media strategy for African American media and Hispanic media that ensured that the campaign would reach out to outlets and shows trusted by our communities
- Drafted, edited and distributed national press releases, talking points, and scripts in English and Spanish
- Worked with the National Political Director and the policy team to develop the campaign's immigration policy and messaging
- Developed and implemented national and state long-term communications strategies for Hispanic media alongside senior campaign leadership; identified national and local earned media opportunities for the candidate and surrogates
- Played key role, working with the paid media team, to develop compelling television and social media ads
- Maintained constant communication with a press corps of over 250 national and international media including Hispanic media
- Led communications teams during deployments in key primary & general election states: CA, NV, TX, NY, AZ, FL

Senior Advisor for Hispanic Media

March 2014 – August 2015

Press Secretary for Hispanic Media

February 2012 – March 2014

Office of Senate Majority Leader Harry Reid

Washington, DC

- Designed Sen. Reid's messaging strategy for Hispanic media, managed relationships with producers at major media outlets
- Oversaw and advised Senate Democratic offices on their Hispanic media outreach and messaging
- Prepared press releases and op-eds, pitched stories and translated press and messaging materials for Senator Reid and Senate Leadership; managed media bookings of Senator Reid for local and national interviews
- Served as on the record spokesperson for Sen. Reid and Senate Leadership, conducted TV and radio interviews in Nevada and across the country on behalf of Sen. Reid and placed stories in national and Nevada English and Hispanic media
- Coordinated with legislative team and state staff to ensure successful roll out of key legislative announcements
- Collaborated closely with the Senate's Diversity Initiative Office to increase minority representation in the Senate
- Developed strong ties with Nevada stakeholders and recruited public support for Senator Reid's legislative work
- Served as a point-of-contact for English language media on legislative issues that especially impact Latinos including the DREAM Act and other immigration-related issues and crafted statements, editorials and other materials
- Worked with the White House and interest groups to coordinate messaging during the passage of the Senate immigration bill
- Developed minority-focused messaging for Senator Reid's annual Clean Energy Summit in Nevada
- Oversaw Senator Reid's Spanish-language Facebook page, twitter account, and website and developed social media strategy for the Hispanic community

Membership/Development Assistant, The Monterey Bay Aquarium

September 2007 - January 2010

- Developed outreach programs for the Latino community
- Expanded educational programs to include predominately Latino schools in the Monterey Peninsula

Monterey, CA

EDUCATION

The Middlebury Institute of International Studies at Monterey

May 2011

Master of Arts in International Policy Studies, concentration in Trade and Development

Monterey, CA

Development Project Management Institute Certificate

January 2011

The Middlebury Institute of International Studies at Monterey

Monterey, CA

Western Institute of Technology and Advanced Studies (ITESO)

May 2002

Law Degree / Bachelor of Arts

Guadalajara, MX