

ELIZABETH NICOLE ALEXANDER

Award-winning communications professional with law degree and management skills; deep public and private sector experience in strategic planning, crisis communications, content creation and public outreach; adept at both policy-focused and feature storytelling.

EXPERIENCE

Washington Nationals Baseball Club · Washington, D.C.

Senior Executive Director, Communications · February 2019 – Present

Executive Director, Communications · January 2015 – February 2019

Provide strategic counsel to club ownership and senior leadership, including rapid response related to sensitive/controversial issues and serve as the team's on-the-record spokesperson

Lead corporate, brand and community-focused strategic planning and day-to-day media outreach for the team, as well as for Washington Nationals Philanthropies and the Nationals Youth Baseball Academy

Coordinate internal alignment and lead content creation for digital and social media platforms, sales and promotional efforts and launched the team's corporate-focused podcasts and blog platforms

Lead communications campaigns for external partners such as the Congressional Baseball Game, The Library of Congress, World Central Kitchen, The Newseum, D.C. Public Library and D.C. Public Schools, as well as corporate partnerships

Serve on the team's newly created Diversity, Equity and Inclusion Committee tasked with analyzing and addressing internal and external inequities

Act as the primary liaison between the Washington Nationals and Major League Baseball's Communications Department on all business and marketing communications efforts

Collaborated with Major League Baseball, civic, corporate and non-profit partners on 2016, 2017 and 2019 Postseasons, 2018 MLB All-Star Week and the 2019 World Series Championship and Parade

Managed multi-year process to identify, evaluate and plan community events throughout the D.C. region, culminating in the unveiling of \$5 million in All-Star Week charitable legacy projects

Managed Postseason and All-Star Week access and logistics for more than 2,500 international, national and local media

United States Department of Labor · Washington, D.C.

Senior Managing Director (Deputy Assistant Secretary) · Office of Public Affairs

September 2011 – December 2014

Special Assistant · Office of Public Affairs · April 2010 – September 2011

Managed \$18 million budget and team of 65 press, digital, audio-visual, and social media political and career staff based in D.C. and six regional offices

Responsible for the planning and creation of press materials, senior leadership speeches, social media and digital outreach campaigns

Led DOL's engagement with the White House on external amplification of annual budget and regulatory rollouts

Collaborated with Office of the Solicitor on communications campaigns related to enforcement actions and legal proceedings

Advised, prepared, and staffed Secretary of Labor and senior leadership for national media interviews; provided messaging and strategic tactical guidance on communication efforts and campaigns

Managed third party contractors and contract RFPs

Chicago Public Schools · Chicago, IL

Director of Marketing · October 2008 – August 2009

Marketing Manager · March 2007 – October 2008

Launched and led groundbreaking corporate outreach initiative and pitched, negotiated and administered corporate partnerships with several Fortune 500 companies, resulting in more than \$1 million in revenue and in-kind support

Managed \$2 million budget; including multi-year third party contracts with rigorous timelines and produced several citywide publications

Leventhal, Senter & Lerman PLLC · Washington, D.C. (now Lerman Senter PLLC)

Law Firm Associate · May – September 1999 · September 2000 – September 2001 · May 2005 – May 2006

Provided legal guidance to CBS, Inc.'s radio network senior management regarding operational, marketing and intellectual property issues

Negotiated, drafted, and administered high-profile employment contracts, including personnel hired to replace Howard Stern and acted on matters before the Federal Communications Commission

A-SQUARED Integrated Marketing + Urban Design · President · September 2003 – April 2005

Guided government and for-profit arts-focused clients through strategic planning initiatives

Leo Burnett USA Inc. · Associate Director of Government Affairs · December 2002 – August 2003

American Association of Advertising Agencies · Research Associate · September 1998 – January 1999

Co-Author "FDA Marketing and the First Amendment" *The Food and Drug Journal*. Issue 4, 1999

AWARDS

Silver Anvil from Public Relations Society of America for "Labor Day 2012"

The Silver Anvil Awards recognize the best public relations programs of the year and the highest standards of performance in the profession.

Thoth Award from PRSA National Capitol Chapter for Labor Day Campaign · 2012

Illinois Women's Institute for Leadership · Selective Democratic leadership training program · 2008

The George Washington Award · Highest award bestowed on student and university staff · 1997

LICENSED

District of Columbia Bar · July 2001

Illinois State Bar · November 2000

EDUCATION

Northwestern University · Chicago, IL · M.S. Integrated Marketing Communications · 2003

The George Washington University Law School · Washington, D.C. · J.D. · 2000

Temple University Law Program · Tokyo, Japan · January – May 1999

The George Washington University · Washington, D.C. · B.A. East Asian Studies · 1997 · *magna cum laude*