

Contact

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(LinkedIn)

Top Skills

Community Impact
Stakeholder Engagement
Op-eds

Languages

English (Native or Bilingual)
Spanish (Native or Bilingual)

Honors-Awards

2016 Director's Mission Achievement Award
40 Under 40: Latinos in American Politics
Certificate of Appreciation
Certificate of Appreciation

David Mayorga

@ENERGY Director of Public Affairs | Presidential Appointee
#Team46
Washington, District of Columbia, United States

Summary

Over two decades, I have advised trade associations, industry, nonprofit organizations, elected officials, and federal and city government. I help organizations achieve their public policy and communications goals with strategic messaging, narrative building and storytelling, and proactive media relations. My expertise is in energy, environment, consumer protection, financial services, transportation, infrastructure, and telecommunications.

I'm currently a Biden-Harris Administration appointee and Director of Public Affairs for the U.S. Department of Energy (DOE). In this role, I lead communications for DOE—a federal government agency with an annual budget of nearly billion, 100,000+ federal employees and contractors, 17 National Laboratories and a mission to advance scientific breakthroughs, drive our clean energy future, protect the U.S. nuclear deterrent, and clean up our historic weapons research legacy. DOE is also implementing \$97 Billion in recently enacted historic climate and infrastructure investments.

Prior to DOE, I served as Director of Communications for the Attorney General (OAG) for the District of Columbia. In this role, I transformed the OAG's Office of Communications and the Office of Community Engagement into a collaborative and dynamic messaging and external relations apparatus advancing the AG's public policy and legal goals and responding effectively to the needs of D.C. residents.

At the federal Consumer Financial Protection Bureau, I served as primary on-the-record spokesperson for all major CFPB announcements, including new regulations, law enforcement actions, public events, and general inquiries about consumer financial products and services.

Earlier, I led communications for DOE's Solar Energy Technologies Office creating national rollouts for multimillion dollar federal research and development funding grants.

In the private sector, I managed communications and advocacy campaigns for the American Chemistry Council, Association of Equipment Manufacturers, Americans for Transportation Mobility, American Cable Association, Wireless Innovation Alliance, Google, Microsoft, Raytheon, Pratt, Cisco, Finmeccanica, Scientific American, and Bloomberg Businessweek.

I also served as senior legislative assistant to former U.S. Rep. Michael Arcuri (NY) and began my career at the House Science Committee, chaired by former U.S. Rep. Sherwood Boehlert (NY).

Experience

U.S. Department of Energy (DOE)
Director of Public Affairs (#Team46)
January 2021 - Present (2 years 8 months)
Washington, District of Columbia, United States

Office of the Attorney General for the District of Columbia
Director Of Communications
June 2018 - January 2021 (2 years 8 months)
Washington D.C. Metro Area

Consumer Financial Protection Bureau
Senior Spokesperson
April 2015 - April 2018 (3 years 1 month)
Washington D.C. Metro Area

(Spokesperson: 2015)

Generate positive national and local media coverage for the CFPB through strategic messaging and proactive media relations. Leverage relationships with key national media outlets to manage story narratives and protect the agency's public image during times of heightened public and media scrutiny. Media train CFPB leadership to successfully promote agency priorities and initiatives in the mainstream media.

U.S. Department of Energy (DOE)
Communications lead, SunShot Initiative
August 2013 - April 2015 (1 year 9 months)
washington d.c. metro area

Implemented a proactive communications strategy, elevated online and social media presence, and cultivated thought leadership opportunities for SunShot officials to raise the office's profile in the media, within DOE, and among the research community and external stakeholders.

- Supervised and mentored a team of four communications staff, developed overall communications strategy and message framework, and conducted media and message training for principals
- Established and executed an integrated communications operation and results-oriented activity through proactive media relations and messaging, event development, third-party outreach, and building a robust online and social media presence
- Created and executed announcements of multi-million dollar federal solar research and development funding programs
- Coordinated and supported national stakeholder events, including: SunShot Grand Challenge Summit, White House announcements of public and private sector solar deployment commitments, and the White House Solar Champions of Change Summit
- Prepared talking points and speeches for Department and White House leadership: Secretary of Energy, Assistant Secretary for Energy Efficiency and Renewable Energy, SunShot Director, Office of Science and Technology Policy, and Domestic Policy Council
- Wrote and edited content for speeches, press releases, talking points, newsletters, blog posts, website and social media posts
- Oversaw editorial direction, design, and production for collateral materials, including fact sheets, reports, publications, infographics, exhibits, and public presentations

Qorvis Communications
Senior Director
November 2007 - July 2013 (5 years 9 months)
washington d.c. metro area

(Director: '09; Senior Associate: '07-'08)

Led and advised Qorvis' largest public affairs clients: American Chemistry Council's "From Chemistry To Energy" campaign, Association of Equipment

Manufacturers' "I Make America" campaign, Americans for Transportation Mobility, American Cable Association, Wireless Innovation Alliance, Pew Financial Reform Project, HOPE NOW, Google, Microsoft, Raytheon, Pratt & Whitney, and Cisco.

- Supervised and managed 12-person team across multiple client accounts; exercised administration, contracting, and budgeting for accounts ranging from \$300K to \$1M+ annually; managed outside vendors
- Developed communications strategies and messaging for Fortune 50/100 companies, national advocacy campaigns, and trade associations on issues related to energy, manufacturing, transportation, technology, defense and telecommunications, and finance
- Devised communications campaign strategies that integrated website development, social media, digital advertising, and traditional paid media to deliver best return on investment and increase reach of traditional communications efforts
- Built relationships with reporters to achieve earned media coverage in local and national mainstream outlets and trades; developed rapid response and crisis communications plans
- Developed messaging and wrote various communications deliverables, including: comprehensive communications plans, press statements, op-eds and letters to the editor, talking points, website and social media content, and fact sheets
- Devised member engagement and brand ambassador programs and engaged third-party advocates to serve as surrogates and disseminate messages to the media and decision makers
- Planned and executed high-profile national and state-based influencer events, press conferences, roundtable discussions, trade shows, and campaign roll-out events
- Generated business leads, developed proposals and pitch presentations, and participated in business development

U.S. House of Representatives

3 years 9 months

Senior Legislative Assistant, U.S. Rep. Michael Arcuri

January 2007 - November 2007 (11 months)

Washington D.C. Metro Area

- Managed and executed member's policy agenda on the Transportation and Infrastructure Committee; provided counsel on labor, economic development,

appropriations, federal workforce, education, and science and technology policy issues

- Prepared committee hearing statements, talking points, floor speeches, policy memos, and constituent correspondence
- Organized district outreach events and fostered cooperation with local groups to promote effective action on policy issues
- Liaised with local and state government officials and government agencies to communicate member's policy priorities
- Fielded meetings with constituents, interest groups, trade associations, and lobbyists on policy concerns and initiatives

Legislative Clerk and Professional Staff, Committee on Science
February 2006 - December 2006 (11 months)

Washington D.C. Metro Area

- Responsible for oversight of legislative action taken by the Committee under the direction of the Chief of Staff
- Acted as the Committee Markup Coordinator for all Full Committee meetings; instructed Committee support staff in markup procedures, maintained official markup dockets, and prepared legislative reports
- Provided daily documentation to Committee staff of all congressional actions taken on pending relevant legislation
- Coordinated Committee actions regularly with House Parliamentarians, Office of Legislative Counsel, and House Floor staff

Special Assistant to the Chief of Staff, Committee on Science
March 2004 - February 2006 (2 years)

Washington D.C. Metro Area

- Assisted in planning and execution of the National Summit on Competitiveness: Investing in U.S. Innovation, involving Cabinet secretaries, agency officials, Members of Congress, and industry leaders
- Conducted legislative research, monitored committee hearings, staffed briefings and liaised between Committee staff, House leadership, The White House, Department of Energy, and other government agencies
- Responsible for implementing administrative policies, strategies, operating plans, and budgets
- Supervised three Committee staff assistants and managed internship program

Education

University of Florida

BA, Anthropology · (2000 - 2003)

Marjory Stoneman Douglas High School

High School Diploma · (1996 - 2000)