

Brittany Caplin

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PROTERRA – San Francisco, CA

Director, Government Relations and Public Affairs

February 2020 – Present

- Leads engagement with local, state and federal government officials on top issue areas for the company including American manufacturing, workforce development, funding for local transit agencies and EV OEMs, and global competitiveness of U.S. battery manufacturers
- Plans and executes departmental strategy and goals, and tracks progress with quarterly and yearly status reports to executive team
- Manages team of more than a dozen consultants across the country to conduct government engagement at local, state and federal level; including recruiting consultants, negotiating budgets, aligning goals, managing progress with weekly check-ins, supervising outreach activity and terminating contracts as appropriate
- Responsible for setting Government Relations outreach budget (around \$250,000) and facilitating company's association and coalition memberships
- Serves as spokesperson and/or staffs senior executives for high-level government appearances such as the California Governor's Task Force on Business and Jobs Recovery, testifying at U.S. House Subcommittee hearings, and Capitol Hill meetings
- Continuing to support corporate communications efforts including internal communications, investor relations communications activities and crisis communication efforts

Senior Manager, Corporate Communications

December 2018–February 2020

- Led Proterra's Corporate Communications program and managed the yearly budget exceeding \$200,000
- Managed PR team of external consultants, evaluated effectiveness and devised hiring strategy to move positions in-house, including developing candidate criteria, working with HR team to boost social media recruitment efforts and refined interview process
- Instituted executive and legal approval processes for external corporate communications materials, including implementing tracking matrix for transparency and efficiency
- Formalized corporate speaking opportunities approval process and oversaw all thought leadership activities, including approving talking points and presentations for speakers
- Spearheaded media and social media training initiative, including identifying spokespeople, developing materials and administering training
- Managed media relations with national and trade reporters; increased engagement by 130%

United Nations Foundation – Washington, D.C.

Communications Manager, Digital Impact Alliance

January 2017–December 2018

- Built a communications strategy, messaging framework and digital channels for the United Nations Foundation's newest and largest alliance that worked with private sector companies and international governments to close the global digital divide
- Managed team of 3 employees and several consultants across communications, events, graphic design and digital; included overseeing goal setting, workload management, consultant budget and regular performance evaluations
- Oversaw global events and corporate board meetings, including working with external vendors to complete work on time and within budgets ranging from \$10,000-\$100,000
- Was the primary project manager for website development, including: drafting an RFP, setting a budget, selecting a design firm, developing a project timeline, providing internal executive updates and coordinating successful launch
- Oversaw production and developed approval process for external publications including: press releases, blogs, social media, eNewsletter, eBooks, research papers, and incoming media requests

Hillary for America – Tampa, FL

Regional Press Secretary

July 2016–November 2016

- Led aggressive communications and events strategy to amplify and localize campaign messaging in Tampa and Fort Myers regions
- Secured national and local media interviews, and prepped and staffed high-level surrogates, including Vice Presidential nominee Tim Kaine, celebrities, and Fortune 500 CEOs
- Served as the regional on-the-record spokesperson and spearheaded rapid response efforts

U.S. Department of Commerce, Office of the Secretary – Washington, D.C.

Deputy Press Secretary

March 2015–July 2016

- Secured media interviews, drafted talking points and briefed the Secretary of Commerce and other high-level senior Department officials for domestic and international media engagements
- Managed team of press assistants and interns, including managing day-to-day workloads and providing regular performance evaluations
- Led coordinated communication efforts across Department agencies and external partners for domestic and international issues including: workforce development and job creation; U.S. economic competitiveness and international trade; technology and cybersecurity
- Created traditional media and digital assets to amplify White House and Department announcements, including: press releases, blog posts, media advisories and videos

Edelman – Chicago, IL

Account Executive, Corporate/Crisis Team

January 2013–January 2015

- Acted as day-to-day client lead to meet communications goals for enterprise tech companies
- Secured media opportunities with top tier business, financial and technology press
- Prepared crisis holding statements, internal and external FAQs and executive messaging on behalf of Fortune 500 clients experiencing cybersecurity issues
- Managed team of account interns and provided regular performance feedback

EDUCATION

The University of Iowa, Iowa City, IA

B.A. Journalism/Mass Communications & Political Science; Minor: Spanish