

Felicia Salazar

(b) (6)
References available upon request

Skills Summary

- Organized and proactive manager, big picture thinker, intuitive communicator
- Keen sense to identify and leverage trending topics using on and off the record tools to build narratives
- Expert in using targeted analytics to develop effective social media and coalition outreach strategies

Professional Experience

Congresswoman Deb Haaland - Washington, D.C.

Communications Director

January 2019 – present

- Chief spokesperson and writer for the Congresswoman
- Built the Haaland Congressional communications team and established the Congresswoman's national brand as a leading voice on climate, Indigenous issues, and equity
- Worked with reporters, editors, bookers, and producers to frame news coverage, place op-eds, and effectively increase visibility for Indigenous communities
- Managed, grew, and leveraged broad social media footprint driving news coverage and local engagement
- Developed systems and processes for incoming inquiries, press events, social media approval, and press outreach strategies
- Maintained robust press list targeting specific public lands, environment, energy, and Indian Country reporters
- Coordinated press strategies with office staff for bill and policy rollouts and public events
- Collaborated with House Leadership and Committee staff on cross over press conferences, gaggles, and other joint media appearances
- Hired a press assistant and managed workflow, strategic planning sessions, and internal press team communication

Albuquerque Mayor Tim Keller – Albuquerque, N.M.

Public Information Officer

April 2018 – December 2018

- Established systems and processes for incoming inquiries, press events, social media approval, and press outreach strategies throughout a large executive office and entire City Government
- Managed and coordinated public responses with the City's 29 Departments and Public Information Officers at each department
- Served as on the record spokesperson for the Mayor's Office
- Briefed reporters, on and off the record, regarding the Mayor's policy priorities and programs
- Developed talking points, messaging memos, background documents, and press statements
- Prepared the Mayor for television, radio, and print interviews

Democratic Party of New Mexico (DPNM) – Albuquerque, N.M.

Communications Director

March 2016 – April 2018

- Planned and executed communications strategy for 2016 and 2017 election success
- Strategically used print, radio, and web coverage while highlighting state officials and volunteers to build DPNM's brand
- Established systems and processes for press operations at DPNM
- Developed and executed 4 platform social media presence, increasing followers by 75%
- Researched, wrote, and placed opinion pieces
- Coordinated and created message strategies for campaigns up and down the ballot
- Prepared DPNM officers for interviews, press conferences, and other public events
- Developed and executed rapid response strategy for breaking political news
- Created content for and maintained DPNM website
- Designed and managed communications training for interns and volunteers
- Worked with allied organizations to increase outreach efforts
- Managed finite budget, vendors, financial disclosures, content, and field volunteers for a Mayoral election independent expenditure

N.M. Speaker of the House Brian Egolf – Santa Fe, N.M.

Communications Director

January 2018 – February 2018

- Managed a press team to successfully communicate the Speaker's endeavor and success at creating a bipartisan environment in the legislature
- Developed and executed a communications plan for the 30-day session, which included social media goals, proactive press engagement, earned media benchmarks, validation from community voices, and member-specific strategies
- Worked with analysts, activists, and experts to effectively and accurately inform reporters of the news for the day, legislative process, and priorities

Press Secretary

January 2017 – April 2017

- Successfully rolled out Democratic budget plan gaining positive press stories that steered the legislative session
- Monitored legislative hearings and floor proceedings highlighting important gains and priorities
- Executed strategic floor action debate providing talking points to members for consistent messaging
- Connected N.M. Representatives with news outlets in their districts
- Communicated and coordinated messaging for the Speaker's priorities to outreach groups

U.S. Senator Martin Heinrich – Washington, D.C.

Deputy Press Secretary

June 2014 – March 2016

- Developed and executed social media strategies, including cultivating new communities and maintaining established audiences
- Identified news hooks and produced compelling content for a variety of platforms to strategically communicate priorities with target audiences in mind
- Analyzed data to improve outreach to constituents and the media
- Advised communications strategy decisions that contributed to the growth of distribution lists
- Entered and extracted information from various applications and systems, manipulate data in spreadsheets; identified and researched trends and made recommendations

Press Assistant

January 2013 - June 2014

- Assisted in creating vision and content for an effective website for the use of constituents, staff, reporters, and other stakeholders, earning the Gold Mouse Award for Senate Website
- Established and managed press archive for smooth press operations
- Contributed to Senator's first floor speech

Leadership

Resume Bank Volunteer - Congressional Hispanic Staff Association

July 2020 - Present

- Review resumes, interview applicants and advise on job placement

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Director – New Mexico State Society, Washington, D.C.

January 2014 - March 2016

- Facilitated meetings, monitored Facebook outreach, and reviewed and revised bylaws

Education

University of New Mexico – Albuquerque, N.M.

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- B.A., Spanish, B.S. Political Science, B.A., English Professional Writing