

## Morgan Finkelstein

(b)(6)

### EDUCATION

**University of Pennsylvania**, B.A. in Communication & Public Service and American History, 2013 *cum laude*  
*Honors: Phi Alpha Theta honor society, Order of Omega, Honors Thesis*

### EXPERIENCE

**The White House Advance Associate**, Jan 2021 - present

- Support travel of the President, Vice President and spouses on all domestic and international trips, building events for optimal media coverage and maximum political impact
- Serve in trip leadership as Trip Lead, Deputy Trip Lead or Press Lead, managing advance teams of up to 12 staff
- Oversee event budgets up to \$150,000, managing bidding process with vendors and the Office of Administration to ensure proper contracting guidelines are followed and expenses are routed properly
- Coordinate with the White House Correspondents Association and local and/or international media press corps to drive positive coverage and images from trips
- Liaise with state, local, and foreign governments, U.S. Embassy personnel, the United States Secret Service, the White House Military Office, and the White House Communications Agency to execute trips

**59<sup>th</sup> Presidential Inaugural Committee Deputy Director of Events and Ceremonies, Media Logistics**, Dec 2020- Jan 21

- Served as top management for inaugural Presidential Escort and Arrival, providing creative programming input and executing production logistics despite challenges of the COVID-19 pandemic
- Led a team of 6 staff and 30 volunteers to work with over 600 media in attendance
- Coordinated with leadership of national television, print and photography outlets to shape coverage of the historic inauguration
- Liaised with government and security entities to produce a safe and accessible Inaugural Parade, including the Military District of Washington, the National Parks Service, the White House Usher's Office, the United States Secret Service, the Metropolitan Police District, and the Government of the District of Columbia
- Conceptualized and executed the first-ever Vice Presidential Escort and Arrival to the Eisenhower Executive Office Building, earning glowing media coverage

**Biden for President National Press Lead**, ad hoc since April 2019, full-time Sept - Nov 2020

- Managed the traveling national press corps and key swing state media at major candidate events, including Election Night, a multi-stop train tour, and the Democratic National Convention
- Led press advance teams of up to 4 people weekly, managing, training and mentoring younger staffers
- Coordinated creative visuals, messaging elements, political considerations, and other production details for in-person and live streamed events, innovating best practices for accessible and safe experiences
- Executed major surrogate events including President Barack Obama's first campaign surrogate rally in Philadelphia and Lady Gaga's Election Eve drive-in concert in Pittsburgh

**Center for American Progress / The Moscow Project Associate Director, Media Relations**, Apr 2017 - Dec 2020

- Led strategic communications for CAP's Russia investigation and impeachment response team; drove narratives in national media on foreign policy, corruption, and accountability and aggressively positioned policy experts for maximum coverage
- Briefed and liaised with Members of Congress, technology companies, NGOs, and national security stakeholders
- Pitched and distributed research and analysis on election interference, financial crimes, disinformation, and European affairs; booked interviews, placed opinion pieces, and regularly conversed with press on and off the record
- Secured over 100 clips for the project and its experts as well as dozens of national and international media bookings
- Launched the Moscow Project website and digital brand, growing the project's Twitter presence from zero followers to over 30,000 by the time of departure
- Frequently appeared as a guest on national and international television and radio as a policy spokeswoman

**Jordan for Ward 2 DC Council** *Senior Advisor, Communications* Apr - Jun 2020

- Managed strategy for top-tier Ward campaign, advising on communications, paid media, and digital
- Represented campaign to endorsement groups, stakeholder coalitions and the DC Board of Elections
- Served as campaign spokeswoman for primary election and special election campaigns

**Andrew Gillum for FL Governor** *Press Secretary, Palm Beach & Recount* Oct - Nov 2018

- Served as campaign spokeswoman for the Palm Beach and Treasure Coast media markets
- Drove positive coverage in South Florida, executed over a dozen surrogate events and a 50+ stop principal bus tour
- Led on-site communications at the Palm Beach County elections warehouse for the historic week-long recount

**Hillary for America** *Pennsylvania Director of Rapid Response* Aug - Nov 2016

- Devised and implemented strategies to ensure every Trump or Pence visit to Pennsylvania was met with a response, including 28 counter-programming events and over 50 products from the campaign, allied groups, and party officials
- Managed communications for 110 surrogate trips around the state, analyzing key markets, constituencies, and media opportunities to identify best avenues for impact from celebrity, politician, and activist visits
- Developed briefing materials and message guidance for surrogates, elected officials, labor leaders and validators

**Democratic National Convention Committee**, *Deputy National Press Secretary* Jan - Aug 2016

- National spokeswoman for a portfolio including the convention arena build, security, economic impact, production plans, delegate affairs, labor and technology, managing upwards of 50 daily incoming press inquires
- Wrote press plans and developed messaging for communications rollouts of key portfolio issues
- Worked closely with national TV network editorial teams on convention coverage plans, briefings, and bookings
- Planned and executed earned media events for local and national press to proactively bolster the convention's image
- Coordinated with corporate communications teams at major companies to launch official partnership projects
- Served as the convention's liaison to state party communication directors, assisting with regional stories

**Democratic Party of Virginia**, *Press Secretary* Aug 2014 - Dec 2015

- Chief party spokesperson for cycle that included 2014 federal campaigns, three special elections, the 2015 state legislative session and 2015 state legislative elections
- Maintained reporter relationships, interacting daily on the record and on background to shape political coverage
- Orchestrated events and opposition research placement to strategically define Republican candidates at all levels
- Served as communications advisor to dozens of local campaigns that did not have in-house communications staff
- Launched a website overhaul and brand refresh that has sustained through present day, design choices that inspired almost every other state Democratic Party to create similar brand identities

**The Obama White House**, *Advance Associate, Associate Travel Manager* May 2013 - Jan 2017

- Supported logistics for over 50 trips by the President, Vice President, First Lady and Second Lady to dozens of cities, states and 12 countries, including the 2014 Brussels G-7 Summit and President Obama's first-ever trip to Estonia
- Wrote briefing materials for the President, Vice President, other principals and senior staff
- Managed overseas travel for the White House Press Corps, including aircraft landing, visa and customs expediting, accommodations, transportation and access to high-level events

**Terry McAuliffe Inaugural Committee**, *Executive Logistics Coordinator*, Dec - Jan 2014

- Supported special projects for the inauguration's Executive Director, including managing budget for inaugural merchandise, planning auxiliary events and tracking invoices and expenses

**Obama for America**, *North Carolina Press Assistant* Aug - Nov 2012

- Served on the statewide communications team, drafting press releases and talking points, tracking media clips, and staffing statewide principal and surrogate events
- Booked over 300 media hits on more than 40 stations, leading the campaign nationally in most radio bookings
- Managed three department interns

## INTERNSHIPS

### **The Obama White House, Chief of Staff Intern, May-Aug 2012**

- Supported White House Senior Advisor David Plouffe with research and public opinion tracking; assisted the Press team with media monitoring and drafting materials
- Analyzed public opinion research to create messaging presentations for inter-departmental briefings

### **Office of U.S. Senator Bill Nelson, Press Intern, May - Aug 2011**

- Supported the Washington, D.C. press office by monitoring DC and Florida media coverage, drafting written materials routing reporter inquiries, and conducting background research on issues affecting Floridians
- Attended committee meetings and hearings, including the Finance, Commerce and Budget Committees

## CONSULTING WORK

### **Weymouth-Watson LLC Mar - Aug 2021**

- Event manager for a variety of political events including Congressional fly-ins and virtual summits

### **Democratic National Committee Jan - Oct 2020**

- Served on event team leadership for the 2020 Democratic Debates in Manchester, New Hampshire and Charleston, South Carolina, overseeing backstage candidate experience and attendee management
- Managed two sites for the Democratic National Convention Roll Call in Washington, D.C. and Charlottesville VA
- Worked on the final Democratic National Convention night drive-in rally in Wilmington, DE
- Worked on ad-hoc rapid response projects surrounding the Cleveland Presidential Debate

### **When We All Vote Sept 2020**

- Managed a drive-through popup food distribution and voter registration site in Philadelphia, PA as part of the Fuel the Vote campaign

### **Outreach Strategies LLC Jan - Mar 2017**

- Managed strategic communications campaigns for clients such as a restaurant point-of-sales startup, a Texas attorney arguing a case in front of the US Supreme Court, and a newly-elected state party chair

### **LiveX Entertainment Dec 2016**

- Served as an event consultant on the 2016 New Years Eve Ball Drop in Times Square, NYC, overseeing content strategy for the Times Square Jumbotron and other digital displays

### **Hargrove, Inc. July 2015**

- Managed event logistics and media build out for the opening of the Cuban Embassy in Washington, D.C.

## SKILLS AND PROFICIENCIES

- 6+ years of on-the-record experience (including live and on camera)
- All major social media platforms, i.e. Facebook, Instagram, Twitter, Snapchat, Tik Tok
- Zoom/virtual event management
- Private event management, vendor management, and event budgeting
- WordPress
- Cision
- TVEyes and Critical Mention
- Microsoft Office and Teams
- NGP/VAN, Votebuilder, Every Action
- Project management software: Slack, Google Workspace, Basecamp