

## Contact

[www.linkedin.com/in/nicolepeckumn](http://www.linkedin.com/in/nicolepeckumn) (LinkedIn)

## Top Skills

Media Relations  
Press Releases  
Marketing

## Honors-Awards

2014 Prime Award - Community Champion  
2014 Bronze Quill Award - Award of Excellence: Research Management  
Pi Beta Phi, Iowa State University - 2012 Balfour Cup Winner  
Community Connect 2015: Mentors Inspiring Success  
2015 Governor's Individual Volunteer Award

# Nicole Peckumn

Chief of Staff - Deputy Mayor for Public Safety and Justice  
Washington, District of Columbia, United States

## Summary

Serve as chief of staff for the Office of the Deputy Mayor for Public Safety and Justice (DMPSJ) in the Government of the District of Columbia. DMPSJ provides direction, guidance, support, and coordination for 12 District agencies representing more than 10,000 employees and \$1.66B in operating budget.

Prior to rejoining DC Government, served as the senior communications appointee for the Biden Harris Administration at U.S. Immigration and Customs Enforcement as the Assistant Director for the Office of Public Affairs (OPA). OPA is responsible for communicating the agency's immigration and transnational criminal investigation missions to the public.

More than 20 years of leading and directing complex external and internal communications/branding initiatives in the public and private sector. Specialties are crisis communications, media relations, digital engagement, event management, risk mitigation, and change management.

Execute using the values of adaptability, curiosity, innovation, perseverance, and collaboration. Recognized for work ethic, leadership skills, and bringing in tasty homemade snacks on office treat day.

---

## Experience

Government of the District of Columbia  
Chief of Staff - Office of the Deputy Mayor for Public Safety and Justice  
February 2023 - Present (7 months)  
Washington, District of Columbia, United States

U.S. Immigration and Customs Enforcement (ICE)  
Assistant Director - Public Affairs  
September 2021 - February 2023 (1 year 6 months)

Served as the senior executive service communications appointee for the Biden Harris Administration at U.S. Immigration and Customs Enforcement. As the Assistant Director for the Office of Public Affairs, I led the team responsible for communicating the agency's immigration and transnational criminal investigation missions to the public.

## DC Homeland Security and Emergency Management Agency

5 years 2 months

### Chief of External Affairs

September 2020 - September 2021 (1 year 1 month)

Member of Director's senior leadership team responsible for management of agency's public affairs, legislative, and policy programs including Mayoral appointed Homeland Security Commission. Works closely with Director, Deputy Director, and Chief of Staff on organizational and policy issues. Served as co-chair of the DC Presidential Inauguration Committee public affairs subcommittee; collaborate with local, state, regional, and federal partners on the District's planning efforts for the 59th Presidential Inauguration. Maintain oversight of the District's crisis communications program and ensure more than 50+ agencies integrate communications policies and procedures into daily operations, including continued support of the District's communications response for coronavirus (COVID-19).

### Chief - Public Affairs

November 2017 - September 2020 (2 years 11 months)

Washington D.C. Metro Area

Detailed to Executive of Mayor Muriel Bowser in February 2019 to serve as interim deputy communications director. Named chief of public affairs in 2018 to serve as communications expert on agency's senior leadership team. Led, mentored, and empowered team of nine responsible for media relations, social media, internal communication, creative services, community outreach, private sector engagement, and internship program. Managed day-to-day media inquiries, prepare Director for interviews, and counsel Executive Office of Mayor to protect and enhance brand. Guide District, regional, and federal communications partners to successfully execute the District's crisis emergency communications plan for response to local emergencies, First Amendment demonstrations, and National Special Security Events (e.g. Inauguration). Chaired regional public affairs committee with membership from 20+ local jurisdictions and the Federal government; created media strategy for country's first live, geo-targeted emergency alert impacting 5.2M people.

### External Affairs Specialist

August 2016 - November 2017 (1 year 4 months)

Washington D.C. Metro Area

Advised Director on external communication strategies to protect and enhance Agency's brand. Served as agency spokesperson and lead public information officer during steady state and activation of the District's Emergency Operations Center. Pitched and responded to media and prepare Director and subject matter experts for interviews. Monitored press coverage to identify emerging issues for Agency and its local and federal partners. Developed, executed, and measured social media initiatives to increase community profile. Prepared website copy, social media content, talking points, testimony, presentations, press releases and media advisories. Mentored external affairs and policy staff to further develop marketing, media and community outreach skills. Planned, developed and executed communication strategy for District of Columbia's public affairs subcommittee for the 2017 Presidential Inauguration –included creation of District's inauguration website, senior leadership talking points, social media content/editorial calendar and hazard specific messages. Served as external affairs deputy officer in District's Joint Information Center during the Inauguration.

Peckumn Consulting LLC: March 2017 - Feb. 2018

ICF: Aug. 2016 - Feb. 2017

Executive Office of Mayor Muriel Bowser - Office of Communications  
Interim Deputy Communications Director

February 2019 - September 2020 (1 year 8 months)

Washington D.C. Metro Area

Worked closely with Mayor's Senior Leadership Team and Director of Communications to achieve the Mayor's key legislative priorities by developing and implementing communications strategies for press, social media, and community engagement. Counseled more than 70 agencies and five Deputy Mayor offices (infrastructure/operations, human health, economic development, education, and public safety) to ensure messaging is strategically positioned, accurate, and consistent; verify agency collateral and social media content adheres to District's branding standards. Developed and managed processes for agencies to report short and long-term communications objectives and tactics; ensure maximum exposure for Mayoral priorities through citywide public awareness campaigns, media coverage, and events. Staffed the Mayor at public events including coordinating logistics and engaging on-site with press and stakeholders. Directed the District's crisis communications program and ensure agencies integrate procedures into daily

operations. Led the District's communications strategies and response for the 2019 MLB World Series and Championship Parade.

## Kemin Industries

### Marketing/Communications Manager

February 2011 - July 2016 (5 years 6 months)

Des Moines, Iowa

Transformed biotech company's B2B North American unit by increasing brand visibility, developing partner and media relationships, and unveiling memorable product campaigns. Sales increased three-fold, propelled unit to global sales leader. Managed \$1+ million marketing budget while leading team of two responsible for 50+ annual trade shows/events, advertising, issues management, media relations, websites, and CRM inbound campaigns. Translated and tailored complex scientific research into messages for diverse audiences by collaborating with product management, technical service, and regulatory affairs. Part of product team responsible for launching the country's first-of-its-kind additive after receiving approval from the U.S. Food and Drug Administration. Developed and executed marketing and communications strategies with sales leadership and key account managers to align with business unit goals and product launch timelines. Chaired company's corporate philanthropic committee; hosted monthly meetings with Corporate Vice President and 12-member committee to evaluate requests to ensure alignment with company's mission, vision, and values.

## Iowa State University

### Asst. Director for Development-Athletics

May 2007 - February 2011 (3 years 10 months)

Led communications and customer service initiatives for Department's development team and gameday operations. Coordinated the planning, coordination, implementation, and management of the \$6 million annual giving program including direct mail solicitations to donors and new prospects contributing gifts of \$100 to \$12,500. Managed communication strategies, donor benefits, and partnered with the ticket sales and operations teams to educate and inform donors and fans about priority and premium seating programs. Engaged in donor stewardship including gameday management of football, basketball, and wrestling premium seating at football stadium and basketball arena.

## Iowa Department of Public Health

### Spokesperson/Public Information Officer

December 2004 - May 2007 (2 years 6 months)

Served as lead spokesperson/PIO, reported to Agency Director, worked closely with the State Epidemiologist, and provided rapid response media relations support to 100 local public health departments and 117 hospitals. Responded on-the-record to approximately 100+ media inquiries a month from local, state, regional, and national media. Implemented integrated communications strategies and public education campaigns for diverse portfolio including infectious disease, emergency response, and professional licensure. Authored press releases, media advisories, newsletter content and web copy, pitched stories, and coordinated press conferences. Managed the state's public health emergency communications portfolio including crisis communications planning and collaborating with local public health agencies and hospitals on local preparedness initiatives. Trained more than 300+ public health and hospital officials and first responders in crisis emergency risk communication.

## WHO-HD

Assistant Assignment Editor

May 2002 - August 2003 (1 year 4 months)

Des Moines, Iowa

Generated news leads through research and verification of facts and data, investigated news tips and built relationships with critical sources. Coordinated live remote for evening news broadcasts which involved six to eight newsroom staff, ordered satellite feeds, tested equipment and quickly formulated action plans for technical difficulties. Demonstrated critical decision making skills during the coordination of breaking/spot news coverage which included monitoring five emergency services scanners, assigning reporter and helicopter crews, briefing anchors and editing video. Managed the station's night side website including writing news copy, editing video and posting content. Produced weekly segments featuring prominent community leaders.

---

## Education

Iowa State University

B.S., B.S., Journalism; Exercise/Sport Science · (May 2002)

Drake University

Master's Degree, Communication Leadership · (2014)