

EXPERIENCE

United States Senate, Office of U.S. Senator Kamala D. Harris
State Press Secretary and Senior Director of Public Engagement

Los Angeles, CA
February 17, 2019 – Present

- Manage and field all questions from 22 state staff and report concerns to the State Director; direct all internal and external communications for the Senator's five district offices and 25 state staff members; implement and execute state communications and press strategies that bring together stakeholders across California, including elected officials in state, local, county, tribal and territorial government partners, advocacy groups, and for-profit entities to advance the Senator's affirmative agenda; directly responsible for working with senior staff, DC legislative staff and California staff to coordinate policy decision-making and rollout policy initiatives to ensure accurate, consistent, and transparent information and unified messaging of materials distributed to both our external and internal audiences
 - Op-Ed: Placed "Standing Up For The AAPI Community Amid America's Leadership Crisis" Op-Ed in the Asian Journal.
 - News Article: Placed a news story in the Indian Country Today to promote the Senator's and Congressman Raul Ruiz's letter to Senate leadership urging them to include additional funding for Indian Health Service (IHS), Tribal Health Programs and Urban Indian Health Organizations (I/T/U) to recover from significant COVID-19 related losses in revenue.
- Advise, brief, and staff the Senator for press interviews and events in state, and execute press events in conjunction with the State Director; develop and circulate materials aimed at external audiences including Congress, the press, immigration stakeholders, and the general public; strategically planned and implemented over 40 of the Senator's state public events from 2017-2020 that drew nearly 40,000 constituents and generated national and local news coverage highlighting the Senator's affirmative agenda; ensure IT items for press events did not exceed our office's state budget
 - Developed a communications plan which entailed managing 20+ press at a media availability, an exclusive interview with Univision, and staffing Senator Harris for a discussion with refugees, immigration stakeholders and lawyers on the impact of the Muslim Travel Ban, which generated over 20+ news stories.
- Lead public-private partnerships efforts, liaise and cultivate relationships with influencers, artists, leaders in the entertainment and sports industries, businesses including Time's Up Coalition, Los Angeles Chamber of Commerce, and LinkedIn; facilitate open and transparent communication between our office nationwide, external stakeholders, and the communities we represent; develop outreach initiatives to ensure that the public has a clear understanding of the Senator's priorities and policies; managed and increased the universe of those external stakeholders to over 50 organizations throughout 58 counties in CA; represent and speak on her behalf at numerous events and meetings ranging from 10-500 people
 - Managed COVID-19 crisis by executing virtual intergovernmental roundtables with key entertainment and immigration stakeholders reaching thousands of constituents and securing over 20 targeted news stories; held bi-weekly stakeholder calls and engaged with over 3,000 charter members in all 50 states to gather on the ground information about how the entertainment industry was suffering; advised our legislative team, Chief of Staff and State Director to have Senator Harris co-sponsor the SAVE OUR STAGES ACT, which was included in the most recent COVID-19 relief bill.
 - Managed COVID-19 crisis by executing a communications plan for virtual roundtable call with immigrant rights leaders and the removal defense community to provide an overview of the actions the Senator has taken to protect immigrant families, and identify ways the Senator can advocate for the community through congressional oversight and legislative actions.

State Press Secretary

February 17, 2017 – February 17, 2019

- Primary spokesperson in California; lead strategic communications for a number of the Senator's top policy priorities and initiatives; briefed, advised, and staffed the Senator for press interviews and events in state in conjunction with the State Director and District Directors
 - Developed a communications plan for intergovernmental and Deferred Action for Children Arrivals (DACA) roundtables, where Senator Harris spoke with various recipients and immigration stakeholders about what was at stake for DACA; generated 20+ news stories from local and national press; negotiated with press on recipients comfortability.
 - Developed a communications strategy and plan for Senator Harris and a group of California Mayors at a roundtable at the San Jose City Hall to discuss the diverse needs of California communities including infrastructure, bail reform, immigration, jobs, and public safety.
- Lead all interaction with traditional state and ethnic media outlets; answered media inquiries from local, regional, national, and international reporters and other media representatives; maintained relationships with over 100 local, national, and international media; secured over 70 interviews, and placed over 10 Op-Ed's
 - Secured locations and news coverage for various speaking engagements:
 - Developed and executed a communications plan for the Senator where she delivered remarks at a Naturalization Ceremony for 41 children and youth, from 14 different countries, who were sworn in as U.S. citizens on board the USS Iowa in San Pedro. I was able to secure the first Naturalization Ceremony to be held on board the Battleship USS Iowa. The ceremony was for children and youth who derived citizenship when their immigrant parents became naturalized citizens, which was covered in 20+ news articles and stories.
 - Developed and executed a communications plan for the Senator, a member of the Homeland Security and Governmental Affairs Committee, where she rallied in support of the DREAM Act, legislation co-sponsored by Senator Harris, which ensures a path to citizenship for children brought to the United States by their parents. In conjunction with the State Director and immigration team, I was able to bring together press, students, clergy and business leaders at the rally. Senator Harris was successfully able to discuss her efforts to protect Dreamers, highlighted the Administration's unwillingness to extend the DACA renewal deadline, and encouraged Congress to pass the DREAM Act.

- Created the first of its kind video request process and managed hundreds of video requests, and executed hundreds of communications materials including: media kits, talking points, Op-Ed's, on the record statements, social media content, advisories, press releases, and Spanish translated materials
 - VIDEO: Engaged with LULAC, a national Latino organization with chapters in 48 States and Puerto Rico that advocates for Latino civil and human rights. I ensured they received a video of the Senator, in which she discussed healthcare, education, criminal justice reform, climate change and the economy for their Annual Take Action Summit. It was my responsibility to write the script and successfully ensured the Senator received maximum exposure with Latino, immigration, healthcare, and youth development communities, that drew over 50,000 viewers.
 - Release: Engaged with media outlets to promote the Senator's legislation such as the strengthening Cybersecurity Information Sharing and Coordination in Our Ports Act, which incorporates best practices in cybersecurity policy into the Department of Homeland Security and Coast Guard maritime protective missions and establishes a model for assessing cybersecurity risk in the maritime sector, as well as guidelines for information sharing with the National Cybersecurity and Communications Integration Center (NCCIC).
- Created and managed the Senator's first Newsletter that reached over 2 million stakeholders and constituents, and the first of its kind stakeholder and constituent story collection to highlight the direct impact of the Senator's work
 - Wrote over 100 newsletters that highlighted key letters and legislation for Californians and stakeholders. Ensured to include a letter Senator Harris sent to the Department of Homeland Security and U.S. Citizenship and Immigration Services urging them to waive fees for individuals whose immigration and naturalization documents were lost, damaged, or destroyed as a result of the California wildfires that burned more than 245,000 acres of land and destroyed 8,900 homes and structures, leaving 100,000 Californians displaced. I was able to not only include these types of letters into our newsletters, but engage with the media to ensure press coverage on key legislation around wildfire relief.
 - Engaged with media outlets by promoting stories of constituents to enhance the public's understanding of Senator Harris' priorities including: Helen Huynh, a leukemia patient who needed a 70% match stem cell transplant from her sister Thuy, who was granted entry into the U.S. for the medical procedure after the State Director and I advised Senator Harris to personally reach out to the Department of Homeland Security - USCIS about her sister's application for humanitarian parole.

California Department of Justice, Office of Attorney General Kamala D. Harris
Press Secretary and Community Liaison

Los Angeles, CA
December 14, 2015 – February 17, 2017

- Formal spokesperson for Attorney General Harris (AG) and the CA Department of Justice (CADOJ) in state, local, regional, national, and international media outlets; cultivated strong relationships with 200+ media outlets and pitched and managed communications for a number of initiatives including Back on Track L.A., Open Justice, and the Bureau of Children's Justice
- Created and executed strategic communications plans to convey accurate information, and developed consistent and transparent information and unified messaging to both our external and internal audiences to advance the AG's affirmative agenda; cross collaborated with 50+ government agencies and 100+ outside organizations
 - Executed a communications plan and exclusive interviews with Univision to promote a series of statewide public forums in partnership with Univision Los Angeles, the Service Employees International Union of California and iAmerica to provide Californians applying for U.S. Citizenship with information on the application process and how to avoid immigration services fraud.
 - Wrote over 10 press releases that discussed how the Attorney General warned about immigration scams to prevent immigrants from becoming victims of fraud, which generated over 10 news articles.
- Tracked developments in over 100+ high-profile legal cases, coordinated with department leaders, attorneys, and senior staff to provide messaging and media strategy to advise CA DOJ-OAG colleagues, while also managing the Los Angeles interns

Kamala Harris for Senate
Press Secretary

Los Angeles, CA
Jun 22, 2015 – November 30, 2015

- Provided on the record statements, facilitated media inquiries, photo shoots, press availabilities, interviews, produced talking points, briefing materials, press releases, advisories; maintained relationships with local, regional, national and international media; ensured IT items for press events did not exceed our budget
- Assisted in securing an endorsement of Senator Harris from La Opinion, the largest Spanish-language newspaper in the U.S.
- Developed and implemented social media content and internal media strategies for the Senator's campaign and coordinated with department leaders to help craft and roll out announcements

City of Los Angeles, Office of Councilmember Tom LaBonge
Communications Director

Los Angeles, CA
Aug 6, 2013 – June 19, 2015

- Advised on policies and issues within the nation, the city, and district; executed communication plans and strategies for him and 30+ staff for hundreds of events that that drew nearly 20,000 constituents and generated national and local news coverage
 - Managed a communications plan and intergovernmental meetings for a public-private partnership with Toyota and American Park Network to provide millions of visitors the opportunity to connect to free public Wi-Fi at six LA city parks, which was a measurable step forward in the efforts to expand the city's digital infrastructure.
- Facilitated communications with local, regional, national and international media: press inquiries, on the record statements, press conferences, interviews, and communicated his policies on television, radio, and print; produced press releases, advisories, speeches, talking points, briefing materials, Op-Eds, and managed social and website content

United States Department of Agriculture, Office of Communications
News Information Assistant

Washington, DC
October 16, 2012 – May 16, 2013

- Pitched numerous interviews on upcoming Secretary, Deputy Secretary, and Under Secretary travel and program announcements, and intergovernmental meetings
 - Improved and updated the media lists in USDA's office of communications and increased the number of subscribers by 15%
- Assisted Press Secretary with advisories, press releases, and briefings for the Secretary and Deputy Secretary
- Wrote the White House Weekly Report for weekly meetings and blog posts including one on President Obama's SAVE Award

American Telemedicine Association (ATA), Office of Communications
Communications and Social Media Assistant

Washington, DC
August 14, 2012 – October 14, 2012

- Examined legislation for public policy research; assisted in the recruitment of 20+ new partners and execution of co-marketing agreement deliverables
- Edited and wrote communications materials for promotional purposes and intergovernmental conferences while also managing five of ATA's social media platforms, which increased the ATA's audience by 10%

EDUCATION

University of Southern California
USC Annenberg School for Communication and Journalism
Master of Arts, Strategic Public Relations

Los Angeles, CA
Graduated May 12, 2017

Whittier College
Bachelor of Arts, Political Science
Minor: Spanish

Whittier, CA
Graduated January 23, 2012

BOARD EXPERIENCE

USC Annenberg Center for Public Relations, University of Southern California
Board Adviser

Los Angeles, CA
February 5, 2019 – Present

- Collaborate with industry leading communications professionals to help further the center for public relations mission of connecting students and academics with the public relations industry
- Help numerous students engage in the public sector, examine current public relation strategies, forecasting future public relation trends, and provide meaningful insight and feedback to help shape the department's curriculum

SKILLS

- Crisis, internal, and external affairs and communications, dealing with on-air personalities, celebrities, corporate executives, and top government officials
- Fluent in Spanish, excellent presentation, editing, verbal, written, and listening skills
- Media monitoring software via Cision, email marketing via SimpleSend, GovDelivery, and Intranet Quorum (IQ), design via Canva and social media skills via Facebook, LinkedIn, Twitter, Instagram, Snapchat, Pinterest, Tweetdeck, and Hootsuite
- Advanced Microsoft Office: Word, PowerPoint, Publisher, Excel, and Photoshop
- Event planning, project management, people management, hiring and recruitment, team building, and effective leadership skills