

Holly Shulman

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PUBLIC RELATIONS EXPERIENCE

Media Relations and Communications Strategy Consultant (*Washington, DC*) 2015-2017

- Managed communications strategy and press outreach for more than a dozen non-profit, issue advocacy, and corporate clients, including an international law firm specializing in mergers and acquisitions, EMILY's List, Sierra Club, and an economic policy think tank.
- Provided strategic communications guidance, wrote speeches and op-eds, and prepared top Puerto Rican officials for public events during the territory's default and subsequent congressional debate regarding a financial package.
- Directed the regional broadcast booking operation for the Democratic National Convention, securing 1,080 interviews over three days, and recruiting and preparing 111 elected officials for interview.

National Press Secretary, Democratic National Committee (*Washington, DC*) 2015

- Led the DNC's communications department, defining message, long-term strategy, and day-to-day tactics for nine deputy press secretaries and 40 state party communications directors.
- Served as the DNC's top spokesperson, including in national television network interviews.
- Media trained state party officials, members of Congress, and other Democratic Party officials.
- Ran large scale rapid response efforts, seizing on important developments in the presidential race.
- Created communications plans and briefed top Democratic officials on messaging.

Spokesperson for International Affairs, U.S. Treasury Department (*Washington, DC*) 2013-2015

- Formulated and executed large-scale media plans to promote Treasury's international work, including its work at the G-20, the International Monetary Fund, the World Bank, and bilateral summits such as the U.S.-China Strategic and Economic Dialogue.
- Devised and managed public rollouts of Treasury initiatives, and wrote speeches, op-eds, fact sheets, and other materials highlighting Treasury's work on a broad range of international financial and regulatory issues.
- Engaged with top financial, economic, and political reporters from across the globe daily to shape stories about Treasury initiatives.
- Developed Secretary Lew's and other top officials' public schedules for G-20 summits, the World Economic Forum, and other international events, planned press conferences, and negotiated logistics for joint press events with foreign counterparts.
- Wrote Treasury Secretary public statements related to foreign exchange policy, international financial regulatory issues, the G-20, the G-7, and bilateral economic relationships.
- Worked across government agencies and with the White House to develop government-wide public statements on currency policy, financial situations abroad, and international investment and tax issues.
- Routinely briefed top U.S. Treasury officials, including Secretary Lew, in advance of congressional testimony, media interviews, and other public engagements.
- Staffed Secretary Lew and other top Treasury officials at international summits and media interviews.
- Worked closely with industry stakeholders to disseminate information about changes to U.S. economic policy.
- Served as the government-wide spokesperson for the Committee on Foreign Investment in the U.S.

Director of International Media, Presidential Inaugural Committee (*Washington, DC*) 2013

- Participated in television interviews and organized press briefings with top publications from around the world to promote President Obama's second inauguration.

New Hampshire Communications Director, Obama for America (*Manchester, NH*) 2012

- Created and implemented an aggressive earned media plan and developed state-specific strategic messaging that became a model for other battleground states.

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| Communications Director, New Hampshire Democratic Party (<i>Concord, NH</i>) | 2011-2012 |
| Press Secretary, Sierra Club (<i>Washington, DC</i>) | 2010-2011 |
| Communications Director, Lee Fisher for Ohio (<i>Columbus, OH</i>) | 2010 |
| Communications Director, Mark Critz for Congress – special election (<i>Johnstown, PA</i>) | 2010 |
| Associate, Rabinowitz-Dorf Communications (<i>Washington, DC</i>) | 2009-2010 |
| <ul style="list-style-type: none">Produced large-scale media events featuring members of Congress and heads of state, including the Dalai Lama, for clients that included Human Rights First and the Lantos Foundation for Human Rights & Justice. | |
| Press Secretary, Rick Noriega for U.S. Senate (<i>Houston, TX</i>) | 2008 |
| Press Secretary, Public Citizen’s Global Trade Watch Division (<i>Washington, DC</i>) | 2007-2008 |
| Carney for Congress, Regional Field Director (<i>Lewisburg, PA</i>) | 2006 |
| Press Secretary, Association for Competitive Technology (<i>Brussels</i>) | 2005-2006 |
| <ul style="list-style-type: none">Organized lobby days in the European Parliament and events in 16 European nations on technology, small business, and intellectual property policy. | |

JOURNALISM EXPERIENCE

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| Producer/Writer, The McLaughlin Group (<i>Washington, DC</i>) | 2008-2009 |
| <ul style="list-style-type: none">Developed, wrote, and produced segments focused on domestic and international politics and policy for the Sunday television talk show. | |

EDUCATION

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| Bachelor of Arts in Urban Studies, Vassar College (<i>Poughkeepsie, NY</i>) | 2005 |
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