

# Holly Shulman

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(202) 674-8757

## **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.

<b>Communications Director, New Hampshire Democratic Party</b> ( <i>Concord, NH</i> )	2011-2012
<b>Press Secretary, Sierra Club</b> ( <i>Washington, DC</i> )	2010-2011
<b>Communications Director, Lee Fisher for Ohio</b> ( <i>Columbus, OH</i> )	2010
<b>Communications Director, Mark Critz for Congress – special election</b> ( <i>Johnstown, PA</i> )	2010
<b>Associate, Rabinowitz-Dorf Communications</b> ( <i>Washington, DC</i> )	2009-2010
<ul style="list-style-type: none"><li>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 &amp; Justice.</li></ul>	
<b>Press Secretary, Rick Noriega for U.S. Senate</b> ( <i>Houston, TX</i> )	2008
<b>Press Secretary, Public Citizen’s Global Trade Watch Division</b> ( <i>Washington, DC</i> )	2007-2008
<b>Carney for Congress, Regional Field Director</b> ( <i>Lewisburg, PA</i> )	2006
<b>Press Secretary, Association for Competitive Technology</b> ( <i>Brussels</i> )	2005-2006
<ul style="list-style-type: none"><li>Organized lobby days in the European Parliament and events in 16 European nations on technology, small business, and intellectual property policy.</li></ul>	

**JOURNALISM EXPERIENCE**

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

**EDUCATION**

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