

HAYLEY WADE

COMMUNICATIONS EXPERT

CONTACT

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EDUCATION

University of California at Santa Barbara

Bachelors of Arts. Political Science

American Politics Concentration
September 2015- March 2019

BOARDS AND CERTIFICATES

San Diego Young Republicans

Press Secretary Board Member

Republican Leadership Initiative

Republican National Committee
Certificate, 2018

Leadership Institute Graduate

Leadership Institute, 2022

VOLUNTEERING

UCDC Mentorship Program

- Mentoring college students with insight, advice, access, and network for students' professional development

Read Across America

- Read books to Elementary school classrooms in honor of Dr. Seuss' birthday

Relay for Life

- Fundraiser walk for the American Cancer Society

EXPERIENCE

Strategic Elements/ Kdence 2021-2023

Senior Manger

- Develop creative and compelling hooks for press pitching, releases, and public events across opportunities
- Pitch stories and high-level media surrogates on both traditional and digital media, including radio, television, print, and online outlets
- Regularly identify media opportunities in the news cycle and establish and maintain relationships with members of the media
- Create and manage editorial calendars, digital metrics, and related KPIs for comprehensive indicators of client success in the public eye
- Write, revise, edit, and proofread letters to the editor, opinion editorials, blogs, social media posts, speech scripts, and talking points
- Propose and pursue business development opportunities

Manager

- Manage the back end of TV, mail, radio, and digital advertising from production to approvals to buys and adjustments
- Build and engage a grassroots coalition for policy agendas
- Craft offensive and defensive messaging points for candidates or issue campaigns
- Serves as spokesperson or rapid response director for media relations
- Run full-service debate prep and media prep sessions
- Develop strategic plans and advance the communications strategy for the company and multiple high- profile client accounts

United States House of Representatives 2018-2021

Legislative Correspondent

- Tracked legislation and other developments in assigned issue areas and briefed the Congresswoman for work on the floor, district, and committee meetings
- Monitored legislation on the House floor, providing the Congresswoman with information for each vote
- Met with advocacy groups and government officials on behalf of the Congresswoman
- Re-designed the Congresswoman's website and coordinated mass mailer to over
- 100,000 households
- Wrote e-newsletters and social media posts

Staff Assistant

- Managed internship program, overseeing over 20 interns
- Liaison between district office and D.C. office with administrative tasks
- Organized and executed flag orders for constituents

Internship

- Attended briefings and hearings for legislative staff
- Answered constituent phone calls

*more experience and testimonials can be found at:
<https://www.linkedin.com/in/hvwade/>