

JAMES E. GEOFFREY, II

Walled Lake, MI | (703) 628-3869
ffrey63@aol.com

Senior-Level Legislative Professional Issues Analysis | Government & Press Relations | Lobbying

Senior-level government relations professional and legislative director with expertise in all aspects of Congress, government relations, media relations, grassroots organization, and lobbying. Strategic professional with extensive background in communications efforts as they pertain to influencing legislation. Skilled advisor with in-depth knowledge of aligning organizational interests to influence congressional actions at the state and federal levels.

- Strategic Analysis
- In-depth Research
- Government Affairs
- Legislative Strategy
- International Relations
- Grassroots Messaging
- Communications Planning
- Content Development
- Media Relations
- Staff Management
- Congressional Relations
- Strategy Management

PROFESSIONAL EXPERIENCE

GEOFFREY CONSULTING, Upper Marlboro, MD *Independent Consultant*

2012 – Present

Advise political and business groups on communications strategies. Study social and political issues then craft strategic communications plans based on findings and conclusions. Draft speeches, op-eds, letters to the editor, and annual reports. Encourage grassroots mobilization.

- Designed and implemented communications collateral for Caregiver Action Network, including annual reports, grant proposals, letters to members of Congress, and op-eds.
- Provided logistical support to seminars sponsored by CAN around the Midwest to offer advice to family caregivers.
- Crafted messaging for nationwide grassroots lobbying effort concerning telecommunications issues for Consumers for TV Choice project led by Bonner & Associates.
- Took part in Consumer's for TV Choice's general grassroots campaign in nine states and initiated outreach to community and business leaders.

RADIO FREE EUROPE/RADIO LIBERTY (RFE/RL), Washington, DC *Congressional Relations Manager*

2008 – 2012

Operated as primary advocate between RFE/RL and the U.S. Congress. Monitored and reported on congressional developments impacting RFE/RL. Served as liaison to the executive branch of the U.S. Government. Coached staff in preparation for office visits from congressional members and trips to Capitol Hill, providing delegate profiles and backgrounders. Prepped staff for appointments at company headquarters.

- Briefed congressional staff on issues relative to the border region of Afghanistan and Pakistan as they pertained to the development of a Pashto language radio service.
- Initiated outreach efforts that led to creation of a Congressional Public Diplomacy Caucus.

U.S. HOUSE OF REPRESENTATIVES, REP. HOWARD P. "BUCK" MCKEON (ret.), Washington, DC *Director of Legislation and Communications*

2006 – 2008

Acted as Press Secretary and Legislative Director. Strategized to execute the Member's policy agenda. Managed press relations in the Member's southern California congressional district. Crafted op-eds, letters to the editor, newspaper columns, and press releases. Researched public policy issues, then compiled findings to use in the development and passage of the Member's non-committee legislation. Supervised legislative staff. Analyzed relevant House Members' voting records and political backgrounds as they pertained to developing strategies for passing legislation.

- Designed Member’s new website, e-newsletter, and “Tele-Town” hall meetings.
- Served as Member’s spokesperson, interviewed by numerous radio stations and newspapers in the Member’s district.

U.S. COMMISSION ON SECURITY AND COOPERATION IN EUROPE, Washington, DC

2003 – 2006

Director of Communications

Designed and implemented both national and international media relations strategies. Crafted traditional and social media outreach plans to target academia, think tanks, foreign embassies, and non-governmental organizations. Collaborated with foreign embassies and traveled to Poland and the Republic of Georgia representing the United States Congress. Researched and strategized on issues including human rights, religious freedom, international crime, refugee issues, and international security issues.

- Planned media events, including guest speakers Henry Kissinger and Lech Walesa, to commemorate anniversary of the Helsinki Commission’s founding and the Solidarity Labor Movement in Poland.

NATIONAL BUSINESS COALITION ON E-COMMERCE AND PRIVACY, Washington, DC

2000 – 2003

Communications Director and Consultant

Researched and analyzed legislative issues for the Coalition, with membership including 17 Fortune 100 companies. Worked at the state, national, and international levels to represent business community interests related to legislative issues. Crafted bi-weekly newsletter tracking privacy legislation, including its status and prospects for the future. Created issue briefs for Coalition members to use for lobbying in Congress, the Administration, and state legislatures. Prepped Coalition members for media appearances.

- Drafted congressional testimony for Coalition Director’s appearance before the House Energy & Commerce Committee.
- Designed efforts that led to the passage of favorable privacy legislation in 15 states as well as modifications to proposed federal legislation.

Additional Experience:

HENRY L. STIMSON CENTER – PROJECT ON THE ADVOCACY OF U.S. INTERESTS ABROAD, Washington, DC

Research Director

Office of Hon. Joe Scarborough (ret.)

Legislative Director

Office of Hon. Bill McCollum (ret.)

Legislative Correspondent, promoted to Legislative Assistant, then Legislative Director

EDUCATION & CREDENTIALS

Bachelor of Arts in Communications, University of Detroit, Detroit, MI