Liz Bowman

(b) (6) [redacted]

Strategic Communications Professional
Media relations and public affairs professional with advanced writing, messaging and public speaking expertise. Hard-worker who builds teams and executes tactics to support legislative and regulatory efforts.

AREAS OF EXPERTISE

- Strategic communications planning
- Advocacy and legislative message development
- Crisis communications and rapid response
- Media relations and spokesperson training

PROFESSIONAL EXPERIENCE

American Chemistry Council (ACC), Washington, D.C. — Oct.2012 - Present
Director, Issue/Advocacy Communications

- Develops and manages comprehensive communications plans and media relations to support ACC's ongoing chemicals management legislative and regulatory advocacy work
- Seeks opportunities to market the benefits of chemical products to key audiences, including: members, value chain, elected officials, press, regulatory bodies, coalitions and partner organizations

HDMK, Washington, D.C. — March 2010- Oct.2012
Vice President

- Manages public affairs campaigns and strategic communications for clients, including: corporations, trade associations, nonprofits, coalitions, individuals, advocacy campaigns and political campaigns
- Works with clients to develop strategy and messaging on public policy issues to inform and educate: opinion leaders, partners, allies, legislators, the media and the public
- Provides media relations by building on extensive contacts and coordination of responses and statements

The Pew Charitable Trusts, Washington, D.C. — Sept. 2008 - March 2010
Senior Associate for Media Relations, The Pew Center on the States

- Managed strategic communications for advocates, policymakers and legislators for Pew campaigns and projects to achieve campaigns' policy goals, specifically the Pew Center on the States and Pre-K Now
- Wrote and placed news releases, FAQs, talking points, statements, letters and op-eds
- Developed strategic communications plans and messaging for research, analyses and public opinion polls
- Prepared Pew executives, allies and partners for media interviews and public speaking opportunities

Strong American Schools' ED in '08 Campaign, Washington, D.C. — Aug. 2007 - Sept. 2008
Deputy Press Secretary

- Managed media outreach during the 2008 presidential election for ED in 08, a 501(c)3 Rockefeller project of the Bill and Melinda Gates Foundation and the Eli and Edythe Broad Foundation
- Managed field staff and consultants in the campaign's states and at the national level
- Worked directly with elected officials, business leaders and community activists who served on the campaign's leadership/steering committee to disseminate the campaign's messages
- Served as the on-ground field coordinator and media contact at presidential debates and campaign events

DynCorp International, Falls Church, Va. — Sept. 2005-Aug.2007
Manager, Media and Government Relations

- Managed national and international media access to the company and its national/international work sites; managed external communications a variety of stakeholders
- Helped build and maintain the company's relationship with key media, government and elected officials
- Directed all internal communication to inform employees of corporate developments

CTIA - The Wireless Association, Washington, D.C. — Sept. 2004-Sept. 2005
Coordinator, Policy and Research

- Assisted in the research and writing of industry papers for issues, such as: taxes, hearing aid compatibility, disability access, child safety, wireless end-of-life management and health effects
- Assisted the vice president of policy in various administrative, scheduling and proofreading tasks

EDUCATION

Johns Hopkins University: MA in government (focus in political communication)
Virginia Tech University: BA in communication studies, minors in political science and business leadership