

MARY LIEB

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EMPLOYMENT EXPERIENCE

National Endowment for the Arts | *Public Affairs Specialist* | *October 2021 to Present*

- Engage with arts organizations across the country to organize and plan Chair travel from ideation to execution.
- Track and monitor the progress of arts and culture events, including significant annual events such as NEA Jazz Masters, Poetry Out Loud, and Medal of Arts, and provide day of support.
- Liaise between Office of Public Affairs, government employees, political appointees, and other art-focused groups, effectively coordinating external communication around agency priorities.
- Coordinate across teams, delegating tasks to ensure smooth event execution, fostering strong communication and collaboration among team members, vendors, and invited guests.
- Elevate agency and administration priorities for historic \$135 million American Rescue Plan Act NEA grant funding through blog posts, digital storytelling, and media engagement.
- Develop strategic messaging and prepare leadership team's presentations for National Council on the Arts biannual meetings, congressional workshops, and grantee communication.

U.S. House of Representatives Committee on Rules | *Press Secretary* | *October 2019 to October 2021*

- Coordinated digital strategy to uplift legislation through social media, website management, graphic design, video production, photography, and speech writing.
- Tripled Committee social media audience and increased engagement among Committee members through targeted digital strategy and content creation.
- Collaborated on long-term messaging strategy with the Speaker's office, Majority Leader, and Democratic Caucus to ensure messaging consistency on legislative priorities.
- Spearheaded Congressional transition to remote hearings and hosted the first public virtual committee hearing during the Coronavirus pandemic.
- Led digital and media outreach on major national events including two impeachment proceedings, proxy Congressional voting, and the call for a White House Conference on Hunger, Nutrition, and Health.

Cogent Strategies | *Digital Associate* | *December 2017 to October 2019*

- Launched and managed owned and paid media campaigns across platforms to support client goals and budget.
- Prepared reports for client review that evaluated campaign performance and offered actionable insights.
- Designed print and digital graphics for social media posts, Hill staffer communication, e-newsletters and website.
- Secured op-ed placement for clients and developed social strategy to bolster messaging among target audiences.

Podesta Group | *Digital Fellow* | *August 2017 to November 2017*

- Created analytic reports for clients, monitored trends and conducted background research on topics and officials.
- Drafted comprehensive social media toolkits with social graphics and copy that matched client vision and voice.
- Coordinated advocacy efforts to increase online awareness of a new, diversity-focused Congressional caucus.

White House | *Press Intern, President Barack Obama* | *Summer 2016*

- Compiled relevant news from regional, specialty publications and network broadcasts for senior staff review.
- Managed press email inboxes, fielded calls from reporters and responded to media inquiries.
- Processed press credentials for official visits and assisted during White House events.

ADDITIONAL EXPERIENCE

Civic Power of Change | *Graphic Designer, Media Consultant* | *January 2021 to present*

- Design logos and miscellaneous projects for progressive, down-ballot candidates and their campaigns.
- Work cohesively with volunteers across the country on multiple campaigns to meet short deadlines.

Run for Something | *Volunteer* | *January 2019 to present*

- Conduct informational phone calls with young, progressive candidates interested in running for public office.
- Vet candidates for endorsement through in-depth online research and application review.

Biden for President | *Pennsylvania Digital and Late Help Volunteer* | *October 2020 to November 2020*

- Designed voter education and mobilization social and print content with Pennsylvania's Back to Blue team.
- Troubleshoot for ThruText participants and managed Volunteer Hub during GOTV shifts.

EDUCATION

The University of Alabama | Tuscaloosa, AL

- Master of Arts in Communication Studies | May 2017
- Bachelor of Arts in Advertising and Communication Studies | Summa Cum Laude | May 2016