

# Jennifer Porter Gore

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## Communications Management — Political Communications — Writing and Editing

Communications strategist and writer with expertise in public relations, crisis communications, and special projects for elected officials, political candidates, trade associations, and academics

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### Highlights

- Led the international public relations campaign that resulted in freeing U.S. citizen Shezanne Cassim who had been wrongly imprisoned by the U.A.E. For more information see <http://www.pardonshez.com/> and <http://www.funnyordie.com/freeshez>.
  - Spearheaded creation of a congressional oversight training series for Capitol Hill staff.
  - Was point person for a coalition that successfully led effort to pass financial services legislation enacted in Maryland and Washington, D.C.
  - Accomplished writer published in major news outlets and trade magazines.
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### Skills

Communications Strategy  
Public Relations Strategy  
Social Media Strategy

Media Relations  
Government Affairs  
Political Campaigns

Journal and Magazine Articles  
Opinion-Editorial Writing  
Speechwriting

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### Professional Experience

#### *Consulting*

##### **Byrd Porter Strategies**

2018 to Present

Strategic communications, writing, and social media for non-profit organizations, businesses, and academics.

#### *Local Government and Capitol Hill*

##### **District of Columbia Housing Authority** – Public Relations Manager

2014-2018

Public relations manager in the Office of Public and Congressional Affairs for an agency serving 50,000 District of Columbia residents. Managed staff, implemented communications plans, managed the publications process for the agency's major reports and marketing materials, edited the agency's annual report.

##### **Office of Rep. Keith Ellison** -- Communications Director

2011-2012

- Established and maintained relationships with national, state, and local media and was on-the-record spokesperson. Managed Deputy Communications Director and additional staff.
- Implemented website redesign that increased unique visitors by more than 20%.
- Achieved 60% increase of unique website visitors.

##### **Office of Rep. Donna F. Edwards** -- Special Assistant

2009-2011

- Designed and directed special events including producing a job-training program and a one-day job fair featuring federal and private employers. Attendance: 2,000.
- Produced a forum for 300 Minority-Women Business owners (in conjunction with Essence magazine).

- U.S. House Committee on Homeland Security** -- Communications Director 2005-2006
- Developed, and executed communications strategy and messaging--was on-the-record spokesperson.
  - Maintained all media relationships and achieved a 100% increase in media coverage of the committee's ranking member and committee accomplishments.

- U.S. House Financial Services Committee** -- Press Secretary 2002-2005
- Implemented communications strategy and maintained all media relationships.
  - Managed website redesign for the committee and increased website traffic by 55%.

### *Advocacy/Government Affairs*

- MD/DC Credit Union Association** -- Chief Advocacy Officer 2007-2009
- Crafted and helped pass legislation creating a task force that led to making financial literacy education a requirement in Maryland's schools.
  - Was point person on coalition that successfully led effort to pass legislation requiring payday lenders to comply with usury rates in Washington, D.C.

- Project on Government Oversight** -- Communications Director 2006-2007
- Spearheaded creation of POGO's congressional oversight training series for Capitol Hill staff who investigated waste, fraud, and abuse.
  - Developed and executed communications strategy.

### *Political Campaigns*

**TruBlu Politics** -- Vice President 2013-2015  
TruBlu Politics provides direct mail/direct promotion and communications services to political candidates in Maryland and several U.S. regions.

**Campaign to Re-elect Rushern Baker, III** -- Communications Director 2014  
Implemented communications strategy and maintained all media relationships. Managed key constituent groups.

- DNC/Coordinated Campaign to Elect Kerry-Edwards Minnesota** 2004
- Press Secretary: On-the-record spokesperson who managed national and state-level campaign surrogates, campaign volunteers, and key constituent groups.
  - Implemented communications strategy and maintained all media relationships.

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### *Education*

The American University, Washington, D.C.  
M.A.--Communications (emphasis: Journalism and Public Affairs)

The Johns Hopkins University, Baltimore, MD  
B.A.--International Studies

