

# ZACHARY W. DEMBNER

(b)(6)

## EDUCATION

**University of Southern California** - Los Angeles, CA

**Bachelor of Arts in Political Science with significant coursework in Communication and Design**

**GPA:** 3.6

**Graduation:** May 2019

**Honors:** Dean's List, Diana Chudacoff Levin Political Scholarship, Michael A. Noll Artistic Scholarship

## PROFESSIONAL EXPERIENCE

**Communications Associate, Biden for President** – Raleigh, NC

*August 2020-November 2020*

- Created and implemented weekly strategic communication plans to generate earned media for Biden-Harris in key markets; leading to team hosting over 90 press events, placing 19 op-eds, and booking 350 interviews
- Collaborated with senior BFP and NCDP leadership to bracket visits by the President and his surrogates
- Worked across teams to plan and staff principal and national surrogate visits, local surrogate and coalition events, and one-on-ones
- Wrote speeches, op-eds, interview and event memos, advisories, ICYMI's, and statements
- Monitored broadcast, radio, print, and social media for clipping, issue tracking, and rapid response

**Regional Field Director, Biden for President** – Macomb, MI

*June 2020-August 2020*

- Managed, recruited, and trained a team of six organizers and 17 fellows
- Doubled completed shifts, active volunteers, and quadrupled region-wide dials in one month
- Built out countywide digital operations to engage hundreds of volunteers safely and effectively
- Met with local political and community leaders to integrate MDP, BFP, and local parties

**Field Organizer, Biden for President** – IA, TX, NV, IL, and NY

*August 2019-June 2020*

- Managed all 26 precincts of Clinton County, IA, and a team of 50 precinct captains; doubling state averages to win 25% of available delegates and netting Biden a second-place finish
- Communicated Biden's message to elected officials, advocacy groups, and unions in a rural Iowa Obama-Trump county
- Secured endorsements and placed op-ed to raise the campaign's profile
- Ran point on principal events with over 100 attendees
- Created and hosted virtual events attended by up to 500 voters, including congressional surrogates

**Public Affairs and Political Intern, SKDKnickerbocker** – Los Angeles, CA

*August 2018-December 2018*

- Assisted with paid and earned media to elect Katie Hill (CA-25) and Josh Harder (CA-10)
- Created position papers and background memos to shape client strategy and pursue new business
- Assessed magnitude of public affairs crises through analyzing media analytics and drafting coverage reports

**California Advocacy Intern, NextGen America** – San Francisco, CA

*May 2018-August 2018*

- Advised on electoral strategy in key California congressional districts based on expenditures for a GOP-funded gas tax repeal
- Developed online and in-person campaigns aimed at increasing public support for bail reform and environmental regulation
- Determined areas of policy support through legislative, campaign, opposition, and ballot proposition research

**Campaign Management Intern, John Chiang for Governor** – Los Angeles, CA *June 2017-August 2017*

- Analyzed voter data through PDI to streamline the paid email system, resulting in increased reach on state-wide emails
- Created style guides and media engagement plans to enhance brand continuity and social media effectiveness
- Generated press releases, graphic design content, and social media contests

**Marketing Intern, Homeboy Industries** – Los Angeles, CA *June 2017-August 2017*

- Edited content for social media and constructed a media kit for external use on the website
- Facilitated community programs and corporate partnerships through Homeboy's Local Organizing Committee
- Assisted the marketing team with branding, design, and photography projects

**Fellow, Marc Berman for State Assembly (24<sup>th</sup> District)** – Mountain View, CA *June 2016-August 2016*

- Conducted field organizing, legislative research, data analysis, voter outreach, and delegate contact
- Scaled up campaign operations to ensure the recruitment of volunteers, interns, and donors after a successful primary election
- Developed branding through photography and design projects in close collaboration with the candidate

**Local Delegate, California Democratic Party 24<sup>th</sup> District** – Mountain View, CA *July 2016-January 2017*

- Appointed as a local delegate responsible for providing guidance to the State Democratic Party and engaging with the community
- Voted in elections that determined what candidates the California Democratic Party would support

## ACADEMIC EXPERIENCE

**President, USC Photography Club** – Los Angeles, CA *March 2016-May 2018*

- Developed and implemented a two-year marketing plan to achieve a tenfold membership increase, resulting in an active member base of 200 student and professional photographers
- Managed a \$10k budget and fundraising initiatives
- Collaborated with executive board to organize events with up to 400 attendees
- Planned weekly events including photo shoots, workshops, exhibitions, critiques, and retreats
- Connected photographers, models, and corporate sponsors through the USC Fashion Network, a division of USC Photography

**Elected VP of Programming, DOZ Co-ed Leadership Org.** – Los Angeles, CA *June 2017-May 2018*

- Managed programming committee to plan weekly leadership development activities and foster community for over 80 members
- Managed a \$15k budget, fundraising, and marketing; staged the most events in org. history
- Organized campus-wide events for 250+, building recognition and relationships with other orgs.

**Representative, USC Building Government** – Los Angeles, CA *August 2015-May 2016*

- Planned programs for my residence hall that integrated students into the social fabric of USC
- Advocated for needs of students and crucial reforms to the RA system with school administration
- Worked closely with student government leaders to earn thousands of dollars of funding

## TECHNICAL SKILLS

- TVEyes, Tweetdeck, Cision, Google News
- Votebuilder, PDI, voter database/targeting systems
- Adobe Creative Cloud Applications (Photoshop, Premiere, InDesign, Illustrator, Lightroom)
- Excel, Microsoft Office Suite
- C++, HTML, CSS