

Amanda C. McClure

SUMMARY

Communications professional with experience working for the federal government, high profile campaigns, and crisis communications. Accustomed to a fast-paced, team oriented work environment and emerging media trends, with a unique understanding of Midwest, national, and trade media.

EXPERIENCE

THE IOWA DEMOCRATIC PARTY | March 2019-present

DES MOINES, IA

Communications Director

- Closely coordinated with Biden for Iowa campaign to implement an effective, multi-market media strategy to amplify the Biden-Harris message and hold the Trump administration accountable in a battleground state.
- Built and executed a long term, comprehensive strategy to increase attention on statewide races and generate positive media attention for democratic candidates and issues.
- Navigated a complex global media landscape during the 2020 Iowa Caucuses and managed one staff member.

THE DEMOCRATIC NATIONAL COMMITTEE | May 2017 - Dec. 2018

WASHINGTON, D.C.

Midwest Press Secretary

- Served as on the record spokesperson for national party initiatives in Midwest states during the 2018 cycle.
- Worked with 12 Midwest state parties to develop an infrastructure for Democrats to build a comprehensive message in recently red states like Michigan, Ohio and Wisconsin.
- Relocated to Columbus as Communications Director for Danny O'Connor in the 2018 OH-12 special election. Managed staff, created earned media and rapid response strategy, staffed the Candidate for all public events, including cable news interviews and post-election strategy in a race too close to call on Election Night.
- Relocated to Des Moines, IA as a strategic advisor for the 2018 campaign. Served as coordinated communications director, organized surrogate travel to key markets, and managed multi-candidate events.
- Pitched and staffed the DNC Chairman, surrogates, and principals during interviews and public events related to the Democrats' Midwest strategy for the 2018 cycle.

THE U.S. DEPARTMENT OF LABOR | Oct. 2015-Jan. 2017

WASHINGTON, D.C.

Special Assistant in the Office of Public Affairs (GS-12, Step 2)

- Served as on the record spokesperson and media advisor for OSHA, ODEP, OWCP, and Women's Bureau.
- Coordinated press communications for executive branch rule rollouts, agency initiatives, and media availabilities for agency leaders.
- Oversaw a small team of two career employees who helped cultivate long-term, Labor Department press strategies.
- Worked with the policy and solicitors offices to maintain accurate, well-rounded messaging at all times.

AMERICANS FOR TAX FAIRNESS | Feb. 2015-Oct. 2015

WASHINGTON, D.C.

Deputy Communications Director

- Collaborated with more than 420 organizations that make up the ATF coalition to maintain a consistent message.
- Tracked daily news coverage, drafted press materials, blog posts, and maintained all listservs.

THE OFFICE OF SENATOR TOM HARKIN (D-IA) | Aug. 2011-Jan. 2015

WASHINGTON, D.C.

Iowa Press Secretary | July 2014-Jan. 2015

- Managed news inquiries, press conferences, drafted press materials; prepared and staffed the Senator for interviews, public events, and hearing preparations.
- Worked with HELP committee press, legislative staff to produce effective content for state and national media.
- Served as lead press staff for the Senator during Iowa travel; planned press events across state media markets.

Former: Deputy Press Secretary | June 2012-July 2014

- Researched and drafted press releases, op-eds, statements, social media posts, and managed media contact lists for Iowa and national news organizations.

EDUCATION

THE UNIVERSITY OF IOWA | Aug. 2005-May 2009

IOWA CITY, IA

- Bachelor Degrees in Journalism and Mass Communication and International Studies.
- Participated in a language and cultural immersion program at the University of Richmond in Rome, Italy.