

Strategic Communications | Media Relations | Executive Communications | Public Storytelling

Communications and public affairs leader with 10+ years of experience advising executive leadership, shaping public narratives, leading media relations, and developing strategic communications programs that engage stakeholders and strengthen institutional reputation.

Areas of Expertise

Strategic Communications • Media Relations • Executive Communications • Thought Leadership • Brand Strategy • Crisis Communications • Public Affairs • Public Relations • Content Strategy • Integrated Campaigns • Stakeholder Engagement • Team Leadership • Multimedia Storytelling • Social Media Strategy • Public Policy Communications

Experience

Public Utility Commission of Texas

Chief Storyteller | Austin, TX | June 2023 – Present

- Developed and launched the agency's internal and external communications platforms within two months of hire, establishing editorial strategy, content governance, audience-focused messaging, and production workflows for stakeholder engagement. (*PUCConnecT*, an internal newsletter, is published monthly for nearly 300 employees. *PUCurrenT*, an external bilingual newsletter serving industry and legislative leaders and the general public, is published quarterly and reaches more than 2,000 subscribers in English and more than 200 subscribers in Spanish.)
- Led cross-functional communications efforts for legislative reports, digital content, videos, fact sheets, and stakeholder communications, ensuring consistent messaging across multiple channels and audiences.
- Developed and implemented a new agency-wide Writing Style Guide to strengthen brand voice, improve accessibility, and ensure consistency across public-facing communications. Created a training curriculum and workshop series to teach employees how to write in the agency's voice and apply messaging standards across communications channels, with agency-wide rollout beginning in summer 2026.

Texas Lottery Commission

Director of Media Relations | Austin, TX | May 2019 – June 2023

- Directed the agency's media relations and strategic communications functions, leading a team of four professionals and managing a \$450,000 operating budget while supporting statewide public engagement initiatives.
- Served as chief spokesperson and primary media liaison, cultivating relationships with local, statewide, and national media outlets while positioning agency leadership in high-profile news and public affairs discussions.
- Developed executive messaging, media strategies, press materials, talking points, and briefing documents that supported agency leadership during a period of record growth and heightened public visibility. Prepared agency leadership for media interviews and public appearances.
- Advised executive leadership on sensitive communications issues and media inquiries, ensuring accurate, timely, and strategic responses during high-profile and rapidly evolving situations.
- Led integrated communications campaigns supporting major agency initiatives through earned media, events, video production, stakeholder communications, and digital engagement.
- Directed multimedia storytelling initiatives across digital and traditional channels, including production of the award-winning documentary *30 Years of Winning*, commemorating the agency's 30th anniversary and strengthening public engagement with the agency's mission.
- Oversaw social media strategy, content development, analytics, and audience engagement efforts across multiple platforms,

identifying opportunities to expand reach and strengthen stakeholder engagement.

- Served as the Co-Chair of the Texas Lottery's 30th Anniversary Committee from Jan. 2021 – May 2022, overseeing a celebration for players and staff on social media and at statewide events, which culminated in a concert by Ghostland Observatory in Austin.
- Member of Class XL of the Governor's Executive Development Program (2022).

Texas Education Agency

Media Relations and Social Media Manager; Spokesperson | Austin, TX | January 2014 – May 2019

- Served as spokesperson for the agency and the Commissioner of Education, managing media relations and shaping communications around statewide education policy, legislative priorities, and high-profile public issues.
- Developed and executed strategic communications plans supporting agency initiatives, public engagement efforts, and leadership priorities across earned, owned, and social media channels.
- Built and maintained relationships with local, regional, statewide, and national journalists, securing accurate and timely coverage of agency programs, policies, and initiatives.
- Advised executive leadership on media strategy, messaging, interview preparation, talking points, and public-facing communications to support effective engagement with stakeholders and the public.
- Supported statewide public education initiatives through strategic communications and stakeholder engagement efforts designed to inform educators, families, policymakers, and communities.
- Directed the agency's social media strategy and content development, creating audience-focused campaigns that increased stakeholder engagement and expanded the reach of agency communications.
- Led production of multimedia content, including video series and podcasts, overseeing editorial planning, production, post-production, and distribution to support public education and stakeholder outreach efforts.
- Drafted and edited press releases, executive communications, speeches, talking points, and agency publications, ensuring consistency of messaging and alignment with organizational goals.
- Coordinated communications efforts across divisions, translating complex education policy issues into accessible, compelling content for diverse audiences.

Earlier Experience

KLTV-TV (ABC)

Video Journalist | Tyler, TX | August 2011 – December 2013

Oakland North

Reporter | Oakland, CA | August 2009 – May 2011

Informing Change

Publications Associate and Project Assistant | Berkeley, CA | July 2008 – July 2009

Education

The University of California at Berkeley | Master of Journalism | May 2011

The University of Texas at Austin | B.S., Communication Studies: Political Communication | B.A., English | May 2008