

Adriana M. Barajas

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Professional Experience

The Entertainment Software Association

Washington, D.C.

Director, Federal Government Affairs

March 2020 - Present

- Develop and manage ESA's strategic outreach plan to members of the U.S. House of Representatives including the Congressional Tri-Caucus, which consist of the Congressional Hispanic Caucus (CHC), Congressional Black Caucus (CBC), and Congressional Asian Pacific American Caucus (CAPAC)
- Advance ESA's policy priorities related to STEM and STEAM education, workforce development, trust and safety initiatives through strategic third-party partnerships
- Establish and nurture relationships with White House and federal agency staff, Members of Congress, and Congressional staff
- Track legislative issues including, immigration, trade, IP, data privacy, education, equity and inclusion, AI and online safety
- Develop proactive strategies to advance ESA's federal legislative and regulatory agenda
- Work with the Members of the Congressional Caucus on Competitiveness in the Entertainment Technology (E-Tech Caucus) to organize policy briefings and events highlighting the video game industry
- Travel as necessary to meet with lawmakers, attend virtual legislative meetings, political fundraisers, and conferences
- Manage budget for diversity federal partnerships, third party organizations, and political contributions
- Help manage ESA's federal consultants
- Assist with the management of ESA's Diversity and Inclusion Task Force Committee

Federal & State Government Affairs Associate

April 2018 - March 2020

- Helped organize educational briefings, technology demonstrations, and video game launch receptions
- Identified new allies for ESA on Capitol Hill
- Managed and successfully executed ESA's annual E3 Congressional staff trip
- Tracked and managed invoices for state and federal partnerships, third party organizations, and state political contributions
- Assisted Director of the ESA Political Action Committee (PAC) with the administration of PAC contributions and expenditures
- Tracked and coordinated meetings with Congressional staffers, consultants, and member companies
- Prepared and filed state lobbying disclosure reports
- Filed state campaign finance reports with appropriate agencies
- Supported SVP and VP with complex calendar, travel itineraries and logistics as well as daily phone, email, and technology management
- Supported external meetings and events through logistical planning, material collection, and setting up conference call and webinar technologies.

Congressional Hispanic Caucus Institute

Washington, D.C.

Programs Specialist

August 2016 - March 2018

- Worked closely with programs team to develop and manage leadership and policy related programming for Latino students
- Helped manage and reported on student outreach and selection, logistics, programming, and post-event engagement for CHCI's Congressional public policy fellowship and internship program
- Tracked important legislative issues affecting the Hispanic community
- Tracked the expenses, spending, and budget of all of CHCI's programs
- Developed periodic and end of year reports for program supporters
- Wrote text and edited content of CHCI's website related to CHCI programs
- Assisted in programs specific special events including, Congressional briefings, meet and greets with Members of Congress, and CHCI's annual Hispanic heritage month legislative conference & gala

CNN en Español & CNN Politics

Washington, D.C.

Intern

September 2016 - December 2016

- Assisted team with setting up the show rundown and provided support to producer during daily show tapings
- Developed social media strategies and tactics for the 6 P.M. show
- Booked and greeted show guests in CNN studios, pitch story ideas and produce digital stories
- Supported production and digital team during presidential debates and contributed to election night coverage

U.S. House of Representatives

Washington, D.C.

The office of Congressman Raul Grijalva, Legislative Intern

January 2015 - May 2015

- Greeted constituents and other guests, worked closely with the scheduler to ensure that the member's appointments were on time, attended Congressional sessions and briefings, created reports outlining key points for legislative staff
- Research and analyzed policy on defense, education, immigration, and other legislative topics, responded to constituent concerns regarding bill legislation and handle all incoming/outgoing mail, followed up with constituents by phone, e-mail and in-person in regards to various issues
- Assisted with press requests, planned media events, and managed press contact list, compiled press clips and assisted press staff with day-to-day operations, including electronic and social media marketing efforts, assisted with answering phones when needed

City of Chandler Government**City Manager's Office, Administrative Assistant & Constituent Services****Chandler, AZ****August 2009 - August 2015**

- Assisted with research, data collection and evaluation of citywide research projects in keeping neighborhoods and commercial properties free from unsightly or hazardous conditions. Managed projects such as diversity training, volunteer research analysis and event sponsorship, served as a liaison to vendors during city events, coordinated event set-up, check-in process and provided administrative support to other departments with special projects, coordinated special events and greeted guests and clients

Education**Arizona State University, the College of Public Service and Community Solutions****Tempe, AZ****B.S. in Public Service & Public Policy & B.A. in Broadcast Journalism****May 2016**

Certificate in Public Service and Public Management

Darden School of Business at the University of Virginia**SLLF Emerging Legislative Leaders Program****July 2019**

- Completed rigorous coursework in conflict resolution, negotiation, personal & political leadership
- Established and develop relationships with state representatives from all over the country