

MARISOL SAMAYOA

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COMMUNICATIONS EXPERIENCE

U.S. Senator Mark Kelly—Deputy Communications Director **Jan 2021–Present**

- On-the-record spokeswoman leveraging national reporter relationships to place 200+ stories on Kelly's independent brand & leadership on energy, defense, immigration, & economic policy.
- Briefs & staffs Kelly for 300+ local & national interviews with outlets from Fox News to PEOPLE.
- Leads strategic press plans including for key moments like Kelly's 100 days in office, CODEL to Europe & Asia, maiden speech with guest Cindy McCain, & passage of his CHIPS & Science Act.
- Writes Kelly's talking points, press memos, & statements in coordination with policy staff.
- Manages the press secretary, digital assistant, & intern's daily execution of department goals.

Mark Kelly for U.S. Senate—Deputy Communications Director, Hispanic Media Advisor **Apr–Dec 2020**

- Former on-the-record spokeswoman & advisor for a \$2.2 million Spanish paid media program.
- Prepped Kelly for 200+ interviews like a high-profile Univision candidate forum with his opponent.
- Wrote & executed a debate night rapid response strategy plan in coordination with research staff.
- Oversaw the press team's drafting & distribution of press releases, memos, & media advisories.

Pete for America—Deputy National Press Secretary **May 2019–Mar 2020**

- Landed 300+ stories on Buttigieg's agenda & maximized coverage of nearly 30 policy rollouts & 100+ endorsements with placement in CNN, Military Times, Eater, Wall Street Journal, & Essence.
- Former on-the-record spokeswoman & regional press desk for 10 states like Nevada & Georgia.
- Used research to correct & improve negative stories in outlets like the New York Times & Politico.
- Supported & executed the war room's rapid response efforts for 10 presidential primary debates.

Florida House of Representatives, House Minority Office—Communications Director **Jan–May 2019**

- Served as chief spokeswoman & media contact for the 47-member House Minority Office.
- Designed & led statewide digital & press strategy for policy rollouts & messaging events, booked & prepped members for interviews with outlets like MSNBC, the Miami Herald, & Actualidad Radio.

Florida House Victory—Communications Director **Jun–Dec 2018**

- Led earned media strategy for 10 Florida House campaigns across 10 media markets, won 7 races.
- Coached & prepared candidates & incumbents for town halls, interviews, & press conferences.
- Coordinated press strategy & events with the state party to ensure message consistency.

OTHER

Los Angeles City Councilman Mike Bonin—Communications Aide **Dec 2017–Jun 2018**

Long Beach Mayor Robert Garcia—Communications Deputy **Jan–Dec 2017**

Hillary for America (Florida)—Digital Organizer **Jun–Nov 2016**

EDUCATION & LANGUAGES

California State University, Long Beach—Bachelor of Arts in Political Science **May 2016**

Languages: Uses native Spanish fluency to pitch & place stories in local & national Hispanic media outlets.