

Levana Layendecker

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SKILLS SUMMARY

Communications

Media Strategy | Media Relations | Media Training | Public Speaking |
Press releases | Opinion Editorials | Speech writing | Crisis Communication |
Web site copy | Social Media writing and strategy | Marketing materials and strategy

Organizing

Organizational Strategy | Staff Management | Budgeting | Fundraising

WORK EXPERIENCE

Deputy Executive Director in charge of Communications

Equality PA | Philadelphia, PA | June 2014 – June 2017

As the second in charge to the Executive Director, I oversee the staff and day-to-day operations of the state's largest lesbian, gay, bisexual, and transgender rights organization. In my role, I assist with planning and strategy for the advocacy work of the organization on behalf of the LGBT community. I am also responsible for the entire communications program. I help to develop and promote all of the communications from press materials, emails, speeches, social media content, and fundraising materials. I work with national organizations on messaging research and then develop and implement the communications strategy in the state.

Consulting – Media Relations, Social Media Marketing, and Organizational Strategy

Independent Contractor | Philadelphia, PA | January 2013 – June 2014

Working with advocacy organizations, non-profits, and socially conscious businesses, I provided media strategy and content for traditional and social media channels, strategic advice and guidance, and skills training. My clients included national political organizations, local businesses, and non-profits.

Senior Strategist – Coordinated Campaigns

MoveOn.org | Philadelphia, PA | March 2012 – December 2012

As the Senior Strategist for coordinated campaigns, I assessed congressional campaigns to determine whether they would receive MoveOn's endorsement for the political season of 2012. Once a campaign was endorsed, I advised the campaign on messaging, field work, online organizing, and fundraising. As part of the coordinated campaign, MoveOn raised more than one million dollars in bundled contributions and activated tens of thousands of volunteers for Democrats in House and Senate races.

Communications Director

Democracy for America (DFA) | Burlington, VT | 2010 – March 2012

In my capacity as Communications Director, I was responsible for all of public relations for DFA. I developed organizational and campaign messages, wrote all press materials, oversaw all press relations with organizational principals including the Chair and Executive Director, implemented social networking communications, and oversaw the development of all organizational promotional materials. In this position I also worked as an integral part of the leadership team developing political strategy and tactical plans for the organization.

Director of Online Campaigns

Health Care for America Now (HCAN) | Washington, DC | 2008 – 2010

HCAN was a coalition of one thousand groups joined in a campaign to pass the Affordable Health Care Act. As director I developed strategies for using email, text messages, social networks, and blogs to promote our message, generate grassroots action, and influence key decision makers and the mainstream media. I supervised a Deputy Director, and I participated in the senior management team, which developed political strategy and messaging for the campaign as a whole. During the campaign we gathered more than 200,000 email supporters and thousands of Facebook fans, text, and Twitter followers. I also convened a committee of coalition partner organizations to discuss online strategies for health care that included large national organizations.

Web Communications Director

American Friends Service Committee (AFSC) | Philadelphia, PA | 2006 – 2008

I was responsible for working with program and executive organizational staff to develop strategic web projects to forward the mission of the AFSC. I led a team of web designers, developers, and interns that manages the content for multiple programs and offices. The web site, www.afsc.org, has more than 80 content contributors, 10 editors, and 10,000 pages. During my time at AFSC, I led the project to convert the static content of AFSC.org into a dynamic content management system that utilized Web 2.0 tools.

State Public Interest Research Groups

Various organizing positions on state legislative campaigns | 1997 – 2005

EDUCATION

M.G.A., Fels Institute for Government Administration

University of Pennsylvania | Philadelphia, PA | 2007

B.A., English/Sociology

Presbyterian College | Clinton, SC | 1996

VOLUNTEER ACTIVITIES

Treasurer, Newbold Civic Association | Philadelphia, PA

Board Member, Newbold Community Development Corporation | Philadelphia, PA

Board Member, Pennsylvania Public Interest Research Group (PennPIRG) | Philadelphia, PA

Volunteer, Friends of Stephen Girard Elementary School | Philadelphia, PA