

# Levana Layendecker

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## EDUCATION

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

University of Pennsylvania | Philadelphia, PA | 2007

### **B.A., English/Sociology**

Presbyterian College | Clinton, SC | 1996

## WORK EXPERIENCE

### **Deputy Executive Director in charge of Communications**

Equality PA | Philadelphia, PA | Current

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 2012 – June 2014

Working with advocacy organizations, non-profits, and socially conscious businesses, I provide media strategy and content for traditional and social media channels, strategic advice and guidance, and skills training. My current clients include 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,

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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](http://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 utilizes Web 2.0 tools.

### **Vice President of Online Organizing**

Evolve Strategies, LLC | Philadelphia, PA | 2004 – 2006

I was project manager for multiple online campaigns including AFSCME PEOPLE, Friends of PA Democratic Congressman Joe Hoeffel, and The Coalition for a Better Colorado. I managed team of organizers, designers, and technicians to execute a variety of integrated grassroots and technology campaigns to engage communities around issues and candidates.

### **Administrative Director**

New Jersey Public Interest Research Group (NJPIRG) | Trenton, NJ | 2002 – 2004

I was responsible for fiscal management and planning for a statewide citizen-member based organization. My work included managing and documenting spending for several large grants in excess of \$500,000, assisting in planning for policy positions and fundraising, recruiting and interviewing full-time staff, and administering payroll and benefits for 30 staff.

### **Fuel Buying Cooperative Director**

PIRG Fuel Buyers | Philadelphia, PA | 2001 – 2002

As director, I supervised a 1,500 person membership-based organization. The organization kept heating oil affordable for needy citizens in SE Pennsylvania. During my time there, I initiated a grant program that expanded the program for elderly and low-income families.

### **Campus Organizer/AmeriCorps Member – Water Watch**

New Jersey Public Interest Research Group (NJPIRG) | Newark, NJ | 1999 – 2001

My primary responsibility was to recruit and train college students to run grassroots political campaigns and clean water service programs. I supervised 25 interns and organized large volunteer events including river clean-ups. I also supported and managed students' work to organize press conferences, grassroots outreach, and to lobby legislators.

### **Door-to-Door Canvass Director**

The Fund for Public Interest Research | Atlanta, GA | 1997 – 1999

I recruited and trained door-to-door canvassers to educate the public about environmental issues and to fundraise for grassroots political campaigns. I also worked members of the U.S. Congress on strategic policy initiatives.

## 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

REFERENCES AVAILABLE UPON REQUEST