

Anthony McAuliffe

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Summary

Highly organized and efficient communications and public relations professional specializing in strategic communications, media relations, and project management. Wide variety of knowledge and skills related to research, planning, analysis, and execution of strategic communication objectives. Flexible and quick learner able to handle multiple projects with competing deadlines.

Work Experience

Speechwriter/Associate, Aptive Resources

March 2024 – March 2025

- Served as a speechwriter and communications consultant for the Federal Motor Carrier Safety Administration (FMCSA)
- Wrote executive-level speeches, remarks, and talking points for FMCSA leadership, often under tight deadlines and in fast-moving policy environments
- Conducted a social media audit, providing recommendations that improved engagement and platform performance
- Developed content for new grant toolkits - including talking points, media pitches, and social media copy - to provide external stakeholders with new tools to amplify FMCSA's grant award announcements each year
- Wrote blogs, articles, and internal/external communications aligned with the agency's strategic communications goals
- Participated in weekly communications strategy meetings, offering ongoing guidance on messaging and content planning
- Collaborated with stakeholders and subject matter experts to collect critical information and data for message development
- Drafted and edited internal messages to employees from FMCSA leadership
- Wrote weekly social media content for FMCSA's social media accounts, helping communicate programs and initiatives
- Supported the development of a talking points repository to streamline messaging on key topics across FMCSA

Deputy Communications Director, Prince George's County Government

October 2021 – January 2024

- Ran day-to-day operations of the communications unit, supervising eight team members
- Spearheaded a 10-week earned media push with 12+ press events, increasing earned media coverage by 30% that quarter
- Created new "Public Service Recognition Week" program to recognize outstanding government employees
- Streamlined communications operations through new project management tools, amplifying our small team's impact
- Directed the creation and implementation of quarterly strategic communications plans
- Managed media relations activities, serving as an on-the-record spokesperson and cultivating relationships with reporters
- Led planning and execution of dozens of high-profile events including press conferences, town halls, and ribbon cuttings
- Reviewed and edited all external communications to ensure consistency in branding, tone, and messaging across platforms
- Played a key role in crisis communications for critical incidents, coordinating rapid-response messaging
- Tracked and analyzed metrics for communications activities using key performance indicators
- Led media training for executive leadership and subject matter experts, including the development of briefing books
- Edited and approved content for internal communications and events
- Drafted copy for various communication channels, including websites, social media, and newsletters
- Reviewed and edited keynotes, speeches, talking points, and op-eds for executive leadership

Acting Communications Director, Prince George's County Government

May – September 2023

- Served as Acting Communications Director for the second-largest county in Maryland with nearly 1 million residents
- Coordinated and led high-profile press conferences featuring federal and state elected officials
- Led crisis communications and rapid-response messaging, ensuring clear and unified communication across all channels
- Developed and executed comprehensive rollout plans for new programmatic initiatives
- Prepared senior executives for media interviews and large-scale public speaking engagements
- Held regular meetings with government communications staff to streamline communications across government
- Oversaw public relations vendors and external agencies, driving projects to completion on time and within budget
- Served as chief spokesperson for county government and managed team members who responded to media inquiries
- Developed new community initiatives to enhance awareness of government programs
- Monitored legislative issues and other trends to make recommendations on proactive communications strategies
- Prepared reports to evaluate the impact of public relations strategies and make data-driven decisions

Campaign Manager, Angela Alsobrooks for County Executive

May – July 2022

- Managed a nearly \$1 million budget for County Executive Angela Alsobrooks' re-election campaign, driving campaign performance from 72% in early polling to a commanding 91% of the primary vote
- Orchestrated aggressive earned and paid media efforts, including direct mail, digital advertising, and a broadcast TV spot
- Managed outreach that resulted in endorsements from nearly two dozen labor unions and advocacy organizations
- Provided strategic counsel to the candidate on messaging and political endorsements, strengthening her influence statewide
- Recruited and managed campaign staff and consultants to execute high-impact field, digital, and communications operations
- Led weekly meetings with campaign staff and consultants, making data-driven decisions on campaign strategies
- Oversaw messaging and communications for the campaign, including website updates, newsletters, and social media content

Public Information Officer, Prince George's County Government*January 2019 – September 2021*

- Managed the County's Joint Information Center, overseeing strategic communications for the COVID-19 pandemic
- Spearheaded communications for "Proud to be Counted" 2020 Census campaign, resulting in historic participation
- Overhauled social media strategy, achieving a 40% increase in followers and significant engagement growth within one year
- Transformed newsletter performance, boosting open rates from 14% to 20% and growing subscribers by 60% within one year
- Developed and executed communications strategies around vote-by-mail for the 2020 election
- Wrote dozens of speeches, talking points, and briefing materials for executive leadership, consistently meeting tight deadlines
- Assisted in preparing reports using key performance indicators to evaluate communications strategies
- Drafted and edited content for internal communications and events
- Worked with internal departments to understand and promote key initiatives
- Collaborated with graphic artists and videographers to create engaging content for internal and external audiences
- Translated communications materials into Spanish and launched a new community newsletter in Spanish
- Edited communications deliverables to ensure they were free of errors and consistent with branding guidelines

Communications Manager, Finance Director & Scheduler, Will Jawando for County Council*March – December 2018*

- Coordinated candidate bookings with local radio and television outlets, increasing earned media reach and voter engagement
- Wrote talking points on a range of policy and community issues, preparing the candidate for media appearances and debates
- Oversaw campaign social media channels and website content, ensuring consistent branding and timely updates
- Drove grassroots visibility by executing over 50 community meet-and-greet events in a 3-month period

Press Intern, Senate Democratic Leader Charles E. Schumer*September 2017 - March 2018*

- Compiled daily press briefings and news summaries for the Senator and senior staff
- Recorded and transcribed official remarks and press events for archival and media use
- Translated press materials, official statements, and speeches for Spanish-language media outlets
- Monitored media coverage of Senator Schumer and key national issues

Spanish Teacher, Teach For America Charlotte*August 2014 – June 2016*

- Taught 3 different levels of Spanish for grades 6-8
- Achieved some of the highest Spanish 1 test scores in the district among middle school students
- Created and led school-wide training sessions on leveraging new education technology to enhance classroom learning
- Participated in the district planning committee to design a new curriculum for the Spanish for Native Speakers course
- Served as one of four team leads to assist the Vice-Principal in writing progress reports for federal Title I documentation

Skills & Additional Experience

Computer Skills

- Proficient in Microsoft Office (Word, PowerPoint, Excel, Outlook), Microsoft Teams, Zoom, SharePoint, Google Workspace, Google Analytics, GovDelivery, MailChimp, Constant Contact, TV Eyes, Cision, Asana
- Proficient in social media and online engagement tools, as well as social media management software like Hootsuite

Certifications

- Asana Workflow Specialist Certification (Project Management)
- Google Analytics Certification (Data Analysis & Marketing)
- HubSpot Academy SEO Certification (SEO & Marketing)

Proficient in Spanish**Education**

American University, Washington, D.C.*May 2018**Master of Arts, Political Communication**Distinction on Capstone Project***Southern Methodist University, Dallas, TX***May 2014**Bachelor of Arts in Communication Studies, Political Science & Spanish**Summa cum Laude, Honors in Liberal Arts, Phi Beta Kappa*