

Jeff Powell, MBA

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EXPERIENCE

San Diego City Councilmember Scott Sherman Communications Director

2014 – Present

- Developed overall media strategy to promote the Councilmember and his legislative agenda.
- Deployed strategy through improving media relations with reporters, writing press releases, media advisories, and op-eds that were featured in daily newspapers including the San Diego Union Tribune and the San Diego Business Journal.
- Successfully used social media platforms such as Twitter, Facebook, and Instagram to reach out to constituents and reporters regarding legislative success and progress in the Councilmember's District.
- Successfully and repeatedly pitched local TV and radio for several on air appearances to promote the Councilmember's legislative agenda.
- Communications strategy helped result in the Councilmember being recently reelected with over 60 percent of the vote.
- Advisor to Councilmember on environmental issues such as water and electricity.

State Senator Joel Anderson Deputy Communications Director

2012— 2014

- Wrote op-eds on specific state and regional issues published in daily newspapers including the UT San Diego and San Diego Daily Transcript.
- Wrote press releases and advisories and distribute to regional and state news organizations.
- Maintained positive relations with local reporters and news organizations
- Posted and developed strategy for Senator's social media. Grew number of followers to nearly 1,500 on Facebook and Twitter in less than a year.
- Successfully pitched local TV and radio for several on air appearances to promote Senator's legislative agenda.

Carl DeMaio for Mayor 2012 Media Director

2012

- Assisted with communications and media strategy to maximize exposure of candidate and important campaign issues to the public.

San Diego City Councilmember Carl DeMaio Communications Director

2010 – 2012

- Wrote press releases and advisories distributed to over 400 reporters and media outlets locally and nationwide.
- Wrote op-eds on specific city issues published in daily newspapers throughout the City of San Diego.
- Posted and developed strategy for social media including Facebook, and Twitter.
- Responsible for pitching and promoting office message to media and keeping positive media relations.

Transworld Systems Collections

2009 – 2010

- Collected past due and delinquent bills. Collected more than \$100,000 in past due accounts.
- Negotiated and resolved issues with debtors in financial difficulty.
- Provided financial planning to high-risk individuals.

Tom Shepard & Associates Campaign Coordinator

2008

- Oversaw and tracked multiple political campaigns including land use, government efficiency and public safety campaigns. Campaigns: Yes on Proposition D City of San Diego; Yes on Proposition G City of Del Mar; No on Proposition Q City of Chula Vista and No on Proposition O, City of San Marcos.
- Planned press conferences, designed mailers, drafted talking points and organized other campaign outreach materials.

**No on Prop E, Chula Vista Taxpayers for Responsible Planning
Campaign Manager**

2008

- Directed day-to-day operations of political campaign.
- Managed and organized 25 volunteers.
- Coordinated meetings and forums with mobile home communities and senior centers.

United States Navy

2003 – 2008

Petty Officer Second Class, Search and Rescue Swimmer

- Trained rescue swimmers and maintained quality standards onboard the U.S.S. Carl Vinson.
- Rescued downed pilots and victims of capsized vessels.
- Maintained and inspected life-saving equipment of all rescue swimmers.

EDUCATION

Master of Business Administration, University of Phoenix, 2012
Bachelor of Arts, Political Science, William Jewell College, 2003

ASSOCIATIONS

- Eagle Scout, Boy Scouts of America
- Fleet Reserve Association – Veterans Organization
- Phi Gamma Delta Fraternity