

Writing Sample | Strategic Communications

Audience: Hiring managers and organizational leaders evaluating communications strategy and creative leadership.

Purpose: Demonstrate how strategic communications, branding, and audience-first messaging can transform an under-resourced campaign into a cohesive, high-impact organization.

Role: Sole author, Campaign Manager, Digital Director, and Creative Director.

Outcome: A comprehensive communications strategy that increased digital engagement by 68%, grassroots fundraising by 64%, and established a first-time candidate as one of the most recognizable campaigns in the district.

The following is an original strategic communications case study based on my work as Campaign Manager, Digital Director, and Creative Director for a New York State Assembly campaign.

From Broadcast to Ballot

Translating National Brand Strategy to Local Political Impact

After nearly two decades at CBS Sports, where I led Emmy-winning design and branding campaigns for major events like the Super Bowl and March Madness, I stepped into the world of down-ballot politics. As Campaign Manager, Digital Director, and Creative Director for Ellen4Assembly, I quickly realized that many local campaigns, regardless of party or candidate, followed the same tired playbook: generic messaging, inconsistent branding, and little thought given to audience or identity.

What surprised me most wasn't the lack of resources. It was the lack of intentionality.

From day one, I applied the same creative discipline and strategic thinking I had used in national broadcast television to help transform a first-time candidate into a polished, recognizable campaign with a clear message and visual identity.

One of my core leadership philosophies has always been:

"If you want people to treat you as a professional, you need to look like a professional."

That applies whether you're a sports network, a political campaign, or a mission-driven nonprofit. Too often I saw spelling mistakes, poor grammar, pixelated graphics, and inconsistent messaging accepted as "good enough." I believed voters and donors deserved better.

Today's audiences are incredibly media-savvy. They recognize authenticity, but they also recognize when organizations haven't invested the time to communicate clearly or professionally. If you don't establish trust through thoughtful messaging, strong visuals, and a consistent voice, people move on. When you do, the results follow.

Here are three examples where that approach made a measurable difference.

1. Building a Visual Identity That Meant Something

At CBS, brand consistency wasn't negotiable. I brought that same philosophy to the campaign by creating a complete visual identity, including the logo, color palette, typography, social media templates, palm cards, and campaign materials that remained consistent across every voter touchpoint.

The campaign immediately stood apart. Ellen quickly developed a reputation as a serious candidate, and our branding frequently drew comparisons to campaigns backed by much larger organizations despite being powered by a small team of volunteers.

2. Crafting a Brand That Reflected Both Candidate and Community

Rather than relying on the standard political playbook, we focused on storytelling. Ellen wasn't simply presented as a list of policy positions. She was introduced as a neighbor, educator, and mother whose experiences reflected those of the people she hoped to represent.

We built trust by creating authentic content tailored to each platform and audience. That strategy resulted in a 68% increase in engagement, a 64% increase in grassroots fundraising, and one of the first local campaigns in New York to actively build a community on TikTok, attracting supporters and donations from around the world.

3. Establishing a Culture of Excellence

Political campaigns often operate in a reactive environment. I introduced creative workflows, review processes, and professional standards that emphasized quality and consistency. Every email, graphic, video, and social post represented the candidate's credibility, so "good enough" simply wasn't acceptable.

The result was a campaign that looked and communicated with the professionalism of a much larger organization. Journalists, local leaders, and even political opponents regularly commented on the quality of our branding and communications, often assuming the campaign was backed by a national PAC.

Although Ellen ultimately didn't win the election, we demonstrated that thoughtful communications strategy and creative leadership can elevate a grassroots campaign far beyond the size of its budget.

The experience reinforced something I've believed throughout my career: great communications aren't about having the biggest budget. They're about clarity, consistency, and authenticity. Whether I'm creating content for millions of Super Bowl viewers or helping a first-time candidate connect with her community, my approach remains the same: build trust by telling the right story, in the right voice, for the right audience.