**Max Weiss**

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| **Education**  |
| **The University of Illinois at Urbana-Champaign December 2018***Bachelor of Arts in Political Science* ***GPA: 3.97/4.00****Minors in Communications and Public Relations***Edmund J. James Honors Scholar****Dean’s List Fall 2016, Spring 2017, Fall 2017, Spring 2018** |
| **Professional Experience** |
| *Communications Intern,* **JB Pritzker for Governor,** Chicago, IL **May 2018– August 2018*** Conducted interviews and wrote stories for disbursement to press for people featured in the Rauner Failed Me series
* Assisted in drafting press releases and other outward facing materials
* Actively monitored press mentions of candidate and opponents, as well as relevant Illinois and national news
* Supported a seven-person communications staff through occasional transcription, research and other activities essential for an active communications team

*Communications Director,* **Illini Democrats**, Champaign, IL **May 2017 – March 2018*** Elected by 50 members to create content, posts and advertising strategies for the organization’s social media accounts
* Designed email campaign strategies, including outreach, fundraising and engagement specialized emails
* Maintained press relations with local newspapers, reporters, and the campus Daily Illini by creating a comprehensive press list of local newspapers, TV and radio networks. Has successfully achieved over a dozen pieces of earned media in major outlets, including the New York Times, Chicago Tribune, NBC Chicago, WGN and Champaign News-Gazette
* Executed all facets of major event planning, including forums with congressional candidates and gubernatorial candidates

*Intern* *Coordinator*, **State Representative Carol Sente**, Vernon Hills, IL **May 2017- September 2017*** Supervised seven interns to ensure quality work and on-time completion of tasks
* Conduct in-depth research on complex topics, including school funding reform (SB1), “Capitol Compromise” budgets, Democratic Proposed Budgets and numerous other topics
* Assisted in creation of talking points, social media postings, electronic newsletters and responses to news organizations
* Managed and oversaw promotion and logistics of major events in the district, such as Rep.Sente’s Education Formula and Budget Town Hall, attended by 54 constituents, and Fourth of July parades

*Social Media Director***, Friends of Carol Sente,** Vernon Hills, IL **May 2016—September 2016** * Used voter and polling data from 44 precincts to create an overarching campaign strategy for social media marketing
* Oversaw Rep. Sente’s social media pages and increased Facebook reach by 175 percent using organic methods
* Integrated three different sets of campaign literature with website messaging and social media strategy
* Completed the summer canvassing shift with a 69 percent “yes” rate
* Persuaded 40 percent of supporters who were canvassed to place yard signs, exceeding set goals
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| *Legislative Intern***, State Representative Carol Sente,** Vernon Hills, IL **May 2015—December 2016** * Crafted press releases and mailings, as well as invite flyers in both English and Spanish
* Researched possible cuts and sources of revenue during the Illinois Budget Crisis
* Drafted bill ideas revolving around higher education affordability and environmental reforms
* Assisted in the organization of 1,500 paper and electronic records
* Recruited 17 students from three different high schools to volunteer for the representative at community service events
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| **Skills** |
| *NGP VAN (advanced), Microsoft Office, iMovie video editing (advanced), opposition research, press writing and media pitching, digital advertising, event planning, MapViewer GIS (advanced)**Languages: English(native), Spanish (conversational)* |
| **Activities and Leadership** |
| Chief Justice**, Illinois Student Government,** Champaign, IL **March 2017-January 2018**Member, **Illinois Student Senate,** Champaign, IL  Committee on Governmental and Community Affairs **September 2016—March 2017**Member**, Illinois Model United Nations,** Champaign, IL **September 2016—May 2018** |