**Max Weiss**

(847) 924-5423 • mnw223@gmail.com • www.MaxWeiss.org

|  |
| --- |
| **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 |
| *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 |
| **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** |