

# Max Weiss

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## Education

**The University of Illinois at Urbana-Champaign**

*Bachelor of Arts in Political Science*

*Minors in Communications and Public Relations*

**Edmund J. James Honors Scholar**

**Dean's List Fall 2016, Spring 2017, Fall 2017, Spring 2018**

**December 2018**

**GPA: 3.97/4.00**

## Professional Experience

*Senior Strategist, Friends of Holly Kim, Lake County, IL*

**March 2018– November 2018**

- Created a comprehensive targeting, digital, research, fundraising and event strategy that elected Holly Kim as Lake County Treasurer with 54 percent of the vote, unseating a 26-year incumbent politician.
- Managed a schedule and strategy that allowed Holly Kim to be the top vote getter of all three countywide offices up for election by nearly 5,000 votes.
- Managed a digital budget of over \$5,000 raised exclusively via online fundraising with 94 percent of donations from small donors.

*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**

*Legislative Intern*

**May 2015-December 2016**

- 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, e-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
- Drafted bill ideas regarding higher education affordability and environmental reforms

*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

## 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

Director of the Illinois General Assembly, **Illinois Model United Nations**, Champaign, IL

**March 2017-January 2018**

**March 2018**