

# EMILY WICKS-DAY RESUME

## AREAS OF EXPERTISE

- Fundraising
- Government Affairs
- Media Writing
- Social Media
- Strategic Communications
- Event Planning and Production
- Project Management
- Website Maintenance & Development

## EXPERIENCE

### **State Representative, 38th Legislative District Washington State House of Representatives**

**May 2020 – Present**

- Serves Washington State's 38th Legislative District, including Marysville, Tulalip, and Everett.
- Majority Assistant Whip, Vice-Chair of the House Commerce and Gaming Committee, and House Transportation Committee, and Housing, Children, Youth, and Families Committee member.
- Performs policy research, drafts bills, evaluates programs, and assesses how the legislation will affect the state's budgets and constituents.
- Assists constituents and provides public speaking and office public relations and media inquiries.

### **Owner & Founder, Bossy LLC, The Core Everett, and The Washington State Political Playbook**

**Oct. 2019 - Present**

- Developing hospitality lounge featuring a cocktail bar, salon, fitness studio, boutique, and event and meeting space in Snohomish County that caters to millennials.
- Designing and maintaining the company website and social media channels, crafting weekly content, researching target market, and identifying partnerships and opportunities for growth.
- Supporting local and statewide businesses, governments and non-profits with consulting services, including event planning, social media support, public relations, administrative assistance, and general strategic counsel.

### **Communications & Community Relations Coordinator, Marysville School District No. 25**

**Feb. 2016 – Oct. 2019**

- Crafted strategies, work plans and informational materials for District levy and bond elections; assisted in the review and analysis of election data; maintained ongoing communications with local, state, and federal agencies on educational issues.
- Served as communications liaison between the District and more than 12,000 staff members, 11,000 students and families, 60,000 community members, and the local and international news media.
- Designed, wrote, and edited brochures, newsletters, social media posts letters to the editor, news columns, and other publications (e.g. annual reports and yearly calendar).
- Coordinated the Parent Advisory Council to solicit useful feedback and recommendations for effective communications, policies, and practices within the District and its communities, and to help inform parents and families of school and District efforts.

### **Project Manager, PRR INC.**

**Feb. 2015 – Feb. 2016**

- Crafted more than 15 public involvement, public affairs and communication plans.
- Wrote, edited and produced event materials, brochures, newsletters, folios, websites, scripts, presentations, press releases, and social media posts.
- Developed, planned and carried out more than 10 public meetings and client events.
- Managed five projects simultaneously; working with both public and private clients.

### **Account Executive, Nyhus Communications**

**Sept. 2013 – Jan. 2015**

- Developed and executed public relations and government affairs plans for more than 15 client projects.
- Built relationships with local, state and federal-level elected officials and staff.
- Provided strategic counsel and developed copy for clients, including briefings, proposals, blog posts, social media strategies, political analyses, and event reports.
- Identified and executed on agency marketing and business development goals.

# EMILY WICKS-DAY RESUME (CONTINUED)

## **Legislative Aide, Washington State Legislature Representative Cyrus Habib, 48th Legislative District**

**Jan. 2013 – Aug. 2013**

- Served as a liaison between Representative Habib and 48th Legislative District constituents.
- Facilitated, coordinated and strategized with legislators, state officials, staff, agency personnel, stakeholders and constituents in the development and advancement of policy measures and legislation.
- Managed constituent inquiries and casework and tracked bills through the legislative process.

## **Deputy Finance Director, Jay Inslee for Washington**

**Oct. 2011 – Dec. 2012**

- Planned and executed more than 50 fundraising events valued at more than \$650,000.
- Assisted in the coordination of large-scale fundraisers with political leaders such as President Bill Clinton Vice President Al Gore, Governor Jennifer Granholm, Mayor Cory Booker and political commentator Van Jones. Events hosted between 900 and 3,500 guests and raised \$100,000 to \$1 million.
- Designed the J-Team monthly donor program, raising more than \$100,000.
- Provided management and support to the 35-member campaign finance committee, and supervised team of interns and finance volunteers.
- Developed and fostered relationships with constituents across the state and worked with individuals and groups on a variety of issues important to their regions and organizations.

## **Associate, Gallatin, Public Affairs**

**July 2008 – Sept. 2011**

- Supported and provided resources and content for more than 35 client projects, working with business and political leaders across the state and political spectrum.
- Led Seattle and corporate office marketing efforts including event planning and logistics, creation and distribution of corporate marketing materials, e-newsletters, social media sites and company website.

## **EDUCATION**

### **Washington State University**

**May 2008**

#### **B.A., Public Relations**

#### **B.A., Political Science**

Activities: Pullman Parks and Recreation – Coach · ASWSU – Public Relations Chair · Greek Ambassador · Hurricane Katrina Relief Effort – Volunteer · Order of Omega – Member · Alpha Phi – President, Social Chair and Director of Administration · Up 'til Dawn – Director and Public Relations Chair · Greek 101 – Instructor

## **COMMUNITY INVOLVEMENT**

National Women's Political Caucus, Immediate Past President, President, Education & Training Chair & Snohomish County Endorsements Chair, 2013 – Present

Marysville YMCA, Board of Directors, 2018 – Present

Marysville School District Foundation, Vice President of Public Relations, 2015 – Present

Leadership Snohomish County, Fellow & Education Day Committee Member, 2017 – Present

Marysville Together Coalition, Board Member, 2016 – 2018

Everett Essentials, Participant, 2017

Citizens for Marysville Schools, Chair, 2015 – 2016

Institute for a Democratic Future, Alumna & Volunteer, 2013 – Present

Alpha Phi Fraternity, President Beta Rho<sup>^</sup> Chapter, President, Director of Administration & Social Chair, 2005 – 2008

## **SKILLS**

- Adept in the use of Microsoft Word, Excel, PowerPoint, Publisher and Adobe Indesign, Photoshop, Premier, and Lightroom.
- Knowledgeable in the use and implementation of NGP VAN, Skyward, Canva, WordPress, MyEmma, Wix, Mail Chimp, Survey Monkey, SPS, Salesforce, Campaign Monitor, Spotify, Sage Intacct, Inc., Salsa Labs and NationBuilder
- Skilled in the use of social media and online advertising using platforms such as Google, Facebook, Twitter, Instagram, Hootsuite, YouTube, Vimeo, TikTok, Snapchat, LinkedIn and others.