

# Liz Jennings Shrum

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## PROFESSIONAL EXPERIENCE:

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### **Business Industry Political Action Committee (BIPAC)** **Director, New Media Strategies**

**Washington, DC**  
**August 2012 – Present**

- Skilled digital strategist, specializing in grassroots, government affairs, advocacy, PAC and election strategy
- Consulting with Fortune 100 and Fortune 500 companies, national trade associations, state chambers of commerce and other nation-wide business organizations on digital strategy and best practices including: American Bakers' Association, Association of Equipment Manufacturers, Bridgepoint Education, Halliburton, Hewlett Packard, National Mining Association, Nestle, The Virginia Chamber of Commerce, Williams, WPX Energy
- Construct and implement BIPAC's national, state and local digital political strategy in partnership with BIPAC's 46 state business partner network
- Successfully developed and implemented BIPAC's cutting-edge 2012 digital election strategy, establishing BIPAC as a leader in digital campaign work, gaining notoriety in the business community and recognition in the press
- Responsible for the creation and execution of organization-wide new/traditional media strategies and messaging to effectively communicate all BIPAC positions and offerings internally, externally and to membership
- Developed the first BIPAC new media program - integrating digital advertising, social media and digital strategy into both BIPAC political operations and membership offerings
- Original content and message creation, video production and editing work, creation of all political, voter education, and issue advocacy messaging, scripts, videos and communications for digital ads, Google AdWords, display and video ads, website, blog, Facebook, and Twitter content for BIPAC and FightForJobs
- Successful in securing earned media placement for BIPAC in Wall Street Journal, National Journal, Roll Call, Barron's, Harvard Business Review, Washington Post, Denver Business Journal, Jacksonville Business Journal, The Columbus Dispatch

### **Retail Industry Leaders Association (RILA)** **Director, Communications** **Manager, Communications**

**Arlington, VA**  
**May 2011 – July 2012**  
**May 2008 – May 2011**

- Successfully developed RILA's communications department from the ground up with the SVP of communications
- Amplified the association to a nationally recognized brand by promoting RILA and its research and initiatives in the media
- Branded RILA as an influential industry voice and resource with stakeholders, Capitol Hill and Press, building credibility, drawing members away from the competition, and establishing RILA Senior Staff as industry experts
- Built out digital PR strategy and processes for all RILA issues, utilizing social media platforms such as blogs, tweet chats and video forums to communicate messaging and forward association objectives, trained staff to use these platforms
- Advocate the viewpoint of RILA and our membership to the media and various audiences and stakeholders
- Act as industry spokesperson for the largest retailers in the world, promoting and advocating the industry position on sustainability, trade, health care, labor, transportation, supply chain, asset protection and other industry priorities
- Lead RILA members, state retail associations, coalitions, sponsors, congressional press staff and other partners in joint media strategy and actions
- Develop strategic media plans, messaging, and original content to promote public affairs and retail operations issues, industry conferences and research and secure placement in national- and state-level print and broadcast media
- Execute effective issue campaigns to shape public opinion, influence stakeholders and achieve industry, legislative and regulatory goals

### **American City Business Journals; Boston Business Journal (BBJ)** **Circulation Account Executive**

**Boston, MA**  
**July 2007 – August 2008**

- Internal/external sales and marketing
- Exceeded individual/team sales goals for 2007; finishing in the top 25 personally and 12<sup>th</sup> as a company for ACBJ
- Creative and effective nationwide marketing of the BBJ
- Collaborated with state and local chambers and other business organizations to market the Boston Business Journal as a business tool
- Established strong and lasting relationships within the Boston business community as the face of the BBJ

**The Wakefield Item Co. Printers and Publishers**  
**Founder and Staff Reporter (Melrose Weekly News)**

**Wakefield, MA**  
**June 2005 - July 2007**

- One of four founding members of the Melrose Weekly News
- Successful in driving the project from conception to reality
- Built strong readership making MWN a household name and winning out over the competition
- Solely provided coverage for the Boston suburb, covering local politics, education, city planning and commerce
- Conducted in-depth interviews and established relationships with state and local officials, producing over 10 stories a week
- Assumed Editor duties when needed, correspondent for sister paper the Wakefield Daily Item

**WGGB, ABC 40**  
**Intern**

**Springfield, MA**  
**September 2004-December 2004**

- Covered assignment desk, contributed to the creation of daily broadcasts
- Assigned stories to reporters, checked facts, conducted research, wrote scripts and assisted reporters on the road

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**EDUCATION:**

**University of Massachusetts, Amherst**

Bachelor of Science in Communications and Journalism May 2005

**Amherst, MA**

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**COMPUTER SKILLS:**

Microsoft Word, Excel, PowerPoint, Windows, Prezi, Google AdWords and Google Ad network, Cision, Vocus, Informz, IMIS, Twitter, Facebook, WordPress, LinkedIn, Flickr, Instagram, Pinterest, YouTube, Foursquare, Tumblr, Meltwater, SharePoint, News Edit Professional, Quark, PC and Mac