

Ade A. Sawyer

678-634-6743

AdeAMSawyer@gmail.com

www.AdeSawyer.com

Experience

Powell Tate | Weber Shandwick, Washington D.C.

2011 – Present

Account Director

Ade is a communications strategist focusing on global energy and sustainability in the Public Affairs practice at *Weber Shandwick* – a leading global strategic communications firm. He develops and implements strategies for corporate, government and nonprofit clients, drawing on his experience with integrated campaigns. He began as an intern at the firm, progressing due to his attention to detail, deep understanding of clients' issues and reputation as a strong team member and manager. Ade is now based in Saudi Arabia, completing a 14-month project on behalf of Weber Shandwick for the country's leading manufacturer, building capacity within its global communications team.

International

- Helped build capacity in the Global Communications team at *SABIC* – the Middle East's largest public company and the 3rd largest global chemical company
 - Developed corporate communications strategy and governance procedures in collaboration with a global Weber Shandwick team
 - Acted as a liaison to team members in Asia – a primary growth region
 - Provided ongoing skills coaching to SABIC communications staff
- Drafted messaging and collateral for events, announcements and breaking news, e.g.:
 - Saudi Aramco's March 2019 agreement to buy a majority stake in SABIC - the biggest deal of its kind in the Middle East
 - Effects on the company from geopolitical tensions in the Middle East
 - Sustainability efforts including chemical recycling, CO₂ capture and greenhouse gas emissions offsets

Energy & Sustainability

- Managed public affairs projects promoting U.S. offshore wind development for *Ørsted* – the global leader in offshore wind
 - Coordinated a team using integrated communications to engage policy influencers, boost reputation and reach communities
 - > Efforts helped to pass Massachusetts' Omnibus Energy Bill in July 2016, paving the way for the first utility-scale offshore wind development in the U.S.
- Managed \$4.5M annual account for *Pepco Holdings Incorporated (PHI)*, overseeing strategies for PHI utilities: Pepco, Delmarva Power and Atlantic City Electric

Public Affairs/Corporate Social Responsibility (CSR)

- Supported public affairs communications for the *U.S. Army Reserve*:
 - Secured and managed speaking engagements for senior officers nationwide, augmenting them with earned and social media
 - Led digital engagement for 3+ years, including strategy, planning, content generation and measurement
 - > Maintained highly-engaged social media audiences while generating a 24x organic increase in Facebook audience and a 16x organic increase in Twitter audience
 - > Earned Bulldog Digital/Social PR Award for excellence in measurement and optimization
 - Produced promotional videos
- Led CSR communications around *Bank of America's* support for veterans, service members and their families
 - Conducted and oversaw earned media outreach, with coverage in national, local and specialty media outlets such as Politico, the New York Post and Military Times; amplified coverage through social media content
 - Drafted op-eds, letters to the editor and media statements on behalf of senior executives and spokespeople

Education

Duke University

Sanford School of Public Policy, Spring 2011

Major: Public Policy

Minor: History

Clean Energy Leadership Institute

Spring 2016 Fellow

Key Skills

- Strategy Development
- Thought Leadership/Executive Visibility
- Message Development
- Project Management
- Earned/Digital Media Engagement

Community Involvement

Higher Achievement

National Board Member/

Volunteer Mentor

- Mentored 5-8th grade students (2012-2018)
- Serves as a national board member, helping to guide organizational strategy
- Raised \$11,000+ to support the program (2018-2019)

Ron Brown Scholars Alumni Association

President, 2014-2018

- Boosted engagement between 400+ Ron Brown Scholars and Alumni
- Oversaw implementation of a nationwide chapter system