

Ade A. Sawyer

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Ade is a communications strategist with experience in political advocacy as well as a leading global strategic communications firm. Working in both domestic and international environments, he has developed and implemented integrated strategies for corporate, government and nonprofit applications. Across roles, Ade has distinguished himself as a collaborative team member, a thoughtful leader, a creative problem-solver and an incisive strategist. He is passionate about helping purpose-driven organizations reach their goals through effective branding and positioning.

Experience

Independent Consultant

June 2022 – Present

- Provided communications strategy for a politically active education reform group in Atlanta
 - + Audited the previous year's communications to determine directions for improvement
 - + Developed a communications plan to boost public awareness of education issues among voters
 - + Developed the group's messaging platform
 - + Relunched the organization's email program; launched a new video content program

The Hub Project

March 2020 – January 2022

Associate Director, Communications

- Led earned media strategy and implementation for campaigns advocating a progressive economic vision
 - + Advised campaign strategies; crafted messaging and earned media plans
 - + Led a team conducting media outreach for campaigns working to pass the American Rescue Plan, the Bipartisan Infrastructure Bill and President Biden's Build Back Better agenda, including:
 - ◊ Tax March, Health Care Voter, Stop Deficit Squawks
 - + Spearheaded an email program which successfully focused progressive attention on corporate greed as the key driver of inflation
 - + Pitched and placed stories across national and local media to elevate campaign messages and spokespeople, with coverage in outlets as such as *CNBC*, *NBC News*, *USA Today*, *Vox*, *Politico*, *The Hill* and more
 - + Planned and drafted statements responding to breaking news and other political developments

Led communications strategy and implementation for [Navigator Research](#) – a progressive polling project

- + Advised survey and focus group design for periodic Navigator data gathering, which was used to advise Democratic leaders on narratives and messaging
- + Led a team building communications plans and conducting media outreach to ensure Navigator data appeared in political coverage
 - ◊ Navigator Research has become an indispensable resource for Democratic leadership and progressive groups. Navigator data is regularly quoted by White house staff, and it has appeared hundreds of times in media nationwide, including *The Atlantic*, *The New York Times*, *The Washington Post*, *NBC News*, *CNBC*, *Politico* and more.
- Worked within departmental leadership to build, organize and manage a high-performing communications team
 - + Managed junior and mid-level staff, including growth and development, staffing, reviews, promotions and other managerial functions
 - + Established team infrastructure, operational processes, streamlined products, and best practices
 - + Planned team development sessions to build trust, build skills, center organizational goals, and boost collaboration
- Contributed to campaigns seeking to eliminate the filibuster in order to pass progressive policies, including working with the King family to place op-eds in [USA Today](#) and [Blavity](#) ahead of the 2021 March on Washington

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
- Media Training
- Team Management
- Earned/Digital Media Engagement

Community Involvement

Higher Achievement

National Board Member/

Volunteer Mentor

- Helps to guide organizational strategy as a national board member (2017-Present)
- Mentored 5-8th grade students (2012-2018)

Ron Brown Scholars Alumni Association

President, 2014-2018

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

Warren For President
January – March 2020
Campus Organizing; Media Advance

- Canvassed students at the University of New Hampshire, and neighborhoods in Dover and Durham, NH alongside organizers and volunteers
- Joined the campaign's Advance team following the New Hampshire primary
 - + Set event spaces for candidate appearances in New Hampshire and South Carolina, acted as a media liason, managed media risers and file areas while troubleshooting as needed

Powell Tate | Weber Shandwick, Washington D.C.
September 2011 – December 2019
Account Director

International (September 2018 – November 2019)

- Provided communications strategy and training to the Global Communications team at **SABIC** – the Middle East's largest public company and the world's 3rd largest chemical company
 - + Collaborated with a global team to develop corporate communications strategy and governance procedures while providing ongoing coaching, and developing messaging for events, announcements and breaking news (e.g. an announced merger with Saudi Aramco, responses to geopolitical tensions in the Middle East)

Energy & Sustainability

- Managed a team promoting U.S. offshore wind development alongside **Ørsted** – the global leader in offshore wind
 - + Developed and implemented integrated communications strategies to engage policy influencers, build corporate reputation and promote offshore wind among East Coast 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
 - + Oversaw a team of project managers, content creators and paid media experts to conduct integrated, customer-facing publicity campaigns in D.C., Maryland, Delaware and New Jersey while meeting the standards of a highly regulated industry

Public Affairs/Corporate Social Responsibility (CSR)

- Supported full-scale public affairs communications for the **U.S. Army Reserve**:
 - + Secured and fully managed speaking engagements for senior military officers nationwide; led digital engagement for 3+ years, overseeing dramatic growth; produced promotional videos for cross-platform applications
- Conducted CSR communications around **Bank of America's** support for veterans, service members and their families
 - + Developed and pursued both earned and social media opportunities working with the bank's employees and in-house experts; drafted op-eds and letters to the editor as well as social media content to elevate key initiatives