

# Steve Snider

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1775 Eye Street, NW Suite 1150 Washington, DC 20006 +1-202-403-4482

Executive experience in policy and advocacy and in developing and managing complex outreach efforts. Proven record of creating and executing compelling earned and paid media, directing awareness campaigns at the local, state and national level, adapting and promoting multimedia tools for targeted outreach nationally and internationally, and building and motivating teams.

- Strategic Communications
- Advertising & Media Production
- Team Leadership
- Public Policy Influence
- Event Management & Production
- Journalism & Content

## Professional Experience

### Snider Strategies, LLC

2012-Present

CEO

Snider Strategies specializes in written, spoken and visual content that builds reputation, engagement and support for clients, issues and enterprises. Persuasion design for individuals and organizations, based on skilled journalism and storytelling and elevated by award-winning multimedia production. Clients include domestic and international public policy and trade organizations with a strong focus on education. Previously, president of Integrated Media, Inc.

### National Education Association

2009-2012

Executive Staff

- Led strategic communications for the education reform goals of the nation's largest organization of educators, directing conventional, online and social media, earned media outreach, and events and coalition management.
- Led senior staff in translating policy into compelling messaging and communications to elevate critical issues, drive thought leadership and build reputation in a crisis atmosphere.
- Directed multimedia Communications staff to build owned content from scratch, including success stories from 42 states on [neaprioritieschools.org](http://neaprioritieschools.org), more than 150 videos on a branded YouTube channel and annualized triple-digit growth on Twitter and Facebook integrated with earned media positioning on key reform issues.

### National Education Association

2001-2009

Advertising and Digital Media Manager

- Led the development and production of an annual \$7 million television and radio branding and advocacy campaign, with strong multicultural focus, including Spanish-language media. Directed research, message development, agency management. Directed partnership with Ad Council campaign for parental engagement that generated \$30 million worth of donated media.

- Created grant program for multimedia development to raise awareness and activism around inequities worldwide as editorial board lead on the Communicator’s Network of Education International, a global federation of associations in 171 countries.

- Directed \$1.3 million digital transition of multimedia production facility, led organizational move to new media, including NEA’s first web video channels and podcast.

**United States Environmental Protection Agency**

**1999-2001**

Director of Public Affairs

- Presidential appointment in the Clinton administration to lead departments of Communications, Education and Media Relations. Senior communications advisor to the EPA Administrator on national environmental and health issues, integrating policy messaging across the administration.

- Led redesign of website from research tool to targeted news and advocacy outlet.

**Media Strategist and Principal**

**1991-1998**

King Harvest Communications | Strategic consulting and media production services to corporate, government, labor and non-profit organizations. Award-winning production, including Corporate Image Video and Public Service Advertising; services including message development, media training, speechwriting. Clients included Pew Charitable Trusts, International Foundation for Election Systems, National Alliance for the Mentally Ill, U.S. Patent & Trademark Office, and Bass Angler Sportsman Society.

MacWilliams Cosgrove Snider Smith Robinson, Inc. | Strategy and media production for candidate and issue votes in 18 states. Communications counsel and media training for nonprofits including education and environmental groups and foundations. Expertise includes television and print advertising, speeches and press materials.

**Communications, Policy, Investigations - United States Senate**

**1983-1991**

Senator Carl Levin; Communications Director | political strategy and speechwriting

Senator Edward Kennedy; Special Assistant | speechwriting and hearing development

Senator Lowell Weicker; Press Secretary & spokesperson | legislative specialist

Committee on Labor and Human Resources; Investigator

Committee on Small Business; Chief Investigator

**News Reporter**

**1976-1983**

Daily newspaper and Washington bureau beats including the White House and Congress, politics and legislatures in three states, campaigns at every level, investigations, and city and crime reporting.

**Education**

B.A., Urban Studies; University of Maryland, College Park.