

Christiana Meyers

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About Me

I bring a seasoned touch to communications, specializing in strategic planning, narrative crafting, and campaign management across corporate, state, and federal landscapes. My project management expertise extends to orchestrating trips and meetings for leadership team members, ensuring effective use of their time to advance policy and regulatory goals. I excel in cross-functional collaboration with policy, corporate affairs, product, and legal teams, efficiently managing brand and reputation at external events. Building and maintaining relationships with tech policy reporters, experts, academics, and other stakeholders is a key strength, and I am adept at executing external media and stakeholder engagement strategies on policy issues. My versatile skill set includes proficiency in content creation, executive communication, trend analysis, and a collaborative spirit, making me an asset in roles requiring dynamic communication and strategic execution.

Experience

Microsoft Government Relations Specialist - Washington, D.C.

March 2022 - Current

- Elevate internal communication by embodying the voice of the Corporate Vice President in weekly note emails, resulting in a significant boost in open rates from 64% to 89%, indicating improved employee engagement and communication effectiveness.
- Monitor national and DC-based press outlets for news mentions of Microsoft or policy issues related to the company. Distributed a monitoring plan to relevant internal colleagues, which included a response of talking points or other action items.
- Contribute to the planning, organization, and execution of more than 50 executive level events, leveraging effective content development and engaging with external partners to ensure the success of these initiatives.
- Manage the external social media presence on four different platforms for our Corporate Vice President.
- Collaborate closely with the Corporate Vice President and Chief of Staff in executing executive communication engagements. This entails preparing concise briefings and compelling talking points to ensure the delivery of effective and impactful messages to diverse audiences.
- Craft and review presentation content, including one pagers, talking points, social media posts, white papers, op-eds, and policy reports for internal and external audiences.
- Provide comprehensive support to the Executive Vice President for all-hands meetings, handling end-to-end logistics including meeting setup, agenda drafting, and coordination of content such as presentations and talking points, ensuring seamless and impactful executive communication.
- Actively foster and manage relationships with key national press outlets, ensuring positive collaboration and strategic communication to enhance the organization's visibility and reputation on a broader scale. Proactively secure earned and placed media opportunities, utilizing effective communication strategies to amplify the organization's messaging and reach diverse audiences.
- Develop and implement impactful crisis communication strategies, ensuring transparent and timely information dissemination to stakeholders. Excel in managing media relations, drafting press releases, and serving as a spokesperson to safeguard and enhance organizational reputation.
- Manage relationships and budgets with over 35 consultant agencies and 200+ consultants, driving the advancement of Microsoft policy priorities. Conduct weekly meetings, facilitate onboarding of new consultants, and strategically utilize their expertise to fulfill project requirements.

eBay Relations Specialist, U.S. Seller Advocacy & Policy Programs – Washington, D.C.

October 2019 – March 2022

- Supported eBay's Government Relations leadership and collaborate across teams to identify and advise on various grassroots campaigns and coalition building efforts to achieve annual and quarterly advocacy objectives.
- Successfully managed international fly-ins, coordinating executives and eBay sellers advocating for eBay's policy objectives with government officials. Oversaw event logistics, timelines, budgets, seller vetting, and executive calendars for optimal impact.
- Curated the growth of the Small Business Ambassador Network of 400+ vetted sellers to effectively communicate and advocate business priorities to government officials and external stakeholders, expanding reach, impact, and strengthening relationships for favorable policy outcomes and brand recognition.
- Showcased eBay sellers who excelled in embodying both the voice of an eBay seller and the company. Demonstrated exceptional proficiency in articulating eBay's legislative priorities through op-eds, reports, and social media posts to a diverse audience in the U.S., EMEA, and APAC public policy communities.
- Spearheaded the implementation of advanced metric tracking systems specifically tailored for social media content, meticulously monitoring key performance indicators such as engagement rates, click-through rates, and audience demographics. Utilized KPI reports to influence social media campaigns, resulting in a 14% increase in online engagement and an 8% growth in follower acquisition across three social media platforms.
- Initiated and successfully hosted internal webinars, reaching an audience of over 200 internal and external stakeholders, strategically communicating eBay policy priorities and fostering a comprehensive understanding among diverse audiences.

Congressman Al Lawson (FL-05) Capitol Hill Press Assistant – Washington, D.C.

May 2019 – October 2019

- Assisted the Communications Director with drafting and publishing franked communications, newsletters, press releases, Congressional record statements, and social media campaigns.
- Built and maintained press lists and relationships with local and national press outlets.

- Prepared rapid response plans, press releases, town hall pamphlets, infographics, and social media graphics to inform constituents about pertinent policy information.
- Managed and responded to daily media/press inquiries.
- Maintained constant communication with internal and external staff to develop consistent messaging for all written documents, speeches, and remarks on behalf of the Congressman.

Rep. Abigail Spanberger (VA-07) Campaign Coordinator – Fredericksburg, VA

September 2018– November 2018

- Assisted the communications team in all of the Congresswoman’s speaking engagements, including drafting speeches, talking points, and social media content.
- Canvassed the Congresswoman’s district to learn more about the issues that mattered to constituents to help inform communications plans.

Congressman Mark DeSaulnier (CA-10) Capitol Hill Press Intern – Washington, D.C.

May 2018 – August 2018

- Assisted the Communications Director with drafting and publishing franked communications, newsletters, press Releases, and Congressional Statements.
- Helped draft rapid response plans, press releases, town hall pamphlets, infographics, and social media graphics to inform constituents about pertinent policy information.
- Compiled daily compilations of press clips from both local and national press outlets and distributed them to around the office.
- Contributed to crafting a content calendar for elections during blackout periods in adherence to House rules and regulations.
- Participate in House briefings and compose memos to keep the office informed of policy information and updates.

Education

BA	University of Mary Washington Communications and Digital Media Studies, Magna Cum Laude
MA	American University Strategic Communications

Professional Skills

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| • Rapid Response Plans | • Franked Communications | • Executive Engagement & Talking Points | • Project Management |
| • Policy Communications | • Social Media | • Video & Photo Editing (Adobe) | • Campaign Analytics |