

# KIM M. SIMPSON

## Public Affairs Executive | Project Manager

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📍 For The Record Photography and Public Affairs, Inc. (fortherecordppa.com)

📍 5 Rosecroft Drive \* Fredericksburg, VA 22407



## SUMMARY

Public Affairs Executive and Project Manager with more than 35 years of diverse experience and leadership in providing strategic planning, problem-solving, communications, marketing, fundraising, event planning, public relations, photography, and administrative services for associations, nonprofits, Members of Congress, government, and corporations, in the Washington, D.C. Metropolitan Region.

## EXPERIENCE

**President and Managing Principal** 11/1997 - Present

**For The Record Photography and Public Affairs** D.C. Metro Region

- Multi-service, versatile, consultant: provide comprehensive project management, strategic planning, problem-solving, communications, marketing, fundraising, event planning, public relations, photography, and administrative services for associations, nonprofits, Members of Congress, government, and corporations.
- Create and manage databases, develop and implement communications, fundraising strategies, electronic newsletters, marketing materials, websites, social media campaigns and email campaigns, news releases, invitations, and direct mail.
- Provide issue analysis, management and grassroots campaign planning for candidates/government relations clients. Raised \$20 million for House Democrats.
- Location photographer specializing in people and pet portraits, special events, architecture, landscapes, and fine art.
- Part-time Executive Director, Arlington Thrive, formerly AMEN (2000-2002); and, Board Liaison/Administrator, Sylvan Franchise Owners Association (2010-2013).
- Current and former clients: Rep(s). John Conyers, Jerry Costello, Raul Grijalva, Jerry Kleczka, David Minge, Harry Mitchell, Ed Pastor, Ciro Rodriguez; Congressional Candidate, Mary Rose Wilcox; The American Heart Association; The Audubon Naturalist Society Of The Central Atlantic States; The Committee For Hispanic Causes/Building Our Leadership Diversity PAC; Drive Square; Federal Search Foundation; The MKT Group; National Association of Social Workers; National Association of Social Workers Foundation; Physicians For Human Rights; Residential Youth Services; Sylvan Franchise Owners Association; and Women In Government Foundation, Inc.

**Senior Consultant and Project Manager** 02/2014 - Present  
(Communications, Marketing, Fundraising)

**National Association of Social Workers (NASW) and NASW Foundation** Washington, D.C.

- Project Management: Expert-level skills in creation of detailed strategic plans, and tracking progress, leading teams, negotiating with vendors, and managing deploying, and completing multiple projects simultaneously across NASW National departments, NASW Foundation, and NASW Chapters.
- Leadership: Established cross-departmental relationships promote clear, informed collaboration among internal stakeholders with clear business requirements.
- NASW Foundation Highlights: 1) Assisted in raising approximately \$300,000 in NASW National Conference revenue/sponsorships, etc. (2014); 2) Built/launched new website (2018); 3) Promote pride in profession through Professional Social Worker Pin Sales, communications and fundraising campaigns; 4) Communications Director on CDC/UT Austin grants promoting FASD, Alcohol, and Prenatal Substance Use Awareness (2018-Present); 5) As Communications Lead, manage/deploy communications, marketing, and advertising for CDC-Funded Connect to End COVID-19 grant (2021-Present);
- NASW Highlights: Assisted in launch of new NASW website (2016-2017); 2) Managed and deployed NASW Conference Marketing (2017-2018); and, 3) Manage and deploy proactive annual marketing strategy and promotions in collaboration with NASW Press Team (2018-Present).

## ACHIEVEMENTS

💎 **Communications Lead for NASW's \$3.3 million CDC-Funded national Connect to End COVID-19 Campaign (2021-Present).**

Proud to empower social workers and their clients in informed vaccine decision-making through effective, fact-based training, communications, marketing, and advertising.

💎 **Marketing Project Manager for NASW Press, responsible for creating and deploying successful, proactive strategy (2018-Present).**

Thrilled that, through collaboration with Press Team, we achieved our goals: increased visibility and sales and launched a modern website.

💎 **NASW Foundation Project Manager: create and launch new website (2018); guide NASW Chapter grants and fundraising outreach; assist National fundraising, communications campaigns (2014-Present).**

Gratified to promote social workers and the profession through public education.

## EDUCATION

**Master of Arts Degree, Public Affairs Reporting**

University of Illinois-Springfield  
1983

**Bachelor of Science Degree, Journalism, Political Science**

University of Nebraska-Omaha  
1980

## EXPERIENCE

Senior Strategic Communications Subject-Matter Expert, U.S. Special Operations Command (Contractor) 06/2012 - 09/2013

### The Rendon Group, Inc.

Washington, D.C.

- Full-time, on-site, strategic communications messaging, advice, and support to U.S. Special Operations Command (USSOCOM), as part of USSOCOM Commander, Admiral William H. McRaven's Global Special Operations Network-Operations Planning Team (GSN-OPT).
- Developed and implemented synchronized strategies to facilitate productive engagement and information flow; and identified key stakeholders.
- Created talking points, fact sheets, position papers, speeches, vignettes, online information dissemination portal; and performed research and analysis.
- Held Top Secret/Sensitive Compartmented Information Security Clearance (SSBI; adj. September 5, 2012).

Managing Principal

01/1999 - 05/2000

### Capstone National Partners, Public Affairs, LLC

Alexandria, VA

- Partner in full-service public affairs consulting firm providing advice and services for political fundraising, government relations, and communications clients. Co-managed staff and business including marketing, hiring, billing, and budget.

Chief of Staff and Administrative Assistant

12/1997 - 01/1999

### United States House of Representatives, Congresswoman Louise Slaughter

Capitol Hill

- Senior manager, adviser and strategist on policy, communications and political issues. Supervised 15-person staff and managed all Washington and Rochester, New York office operations including hiring, budget, ethics, and House procedural issues.
- Oversaw all strategic planning and implementation for legislation, district projects, media relations, constituent outreach, the Member's schedule, and the 1998 re-election campaign and fundraising efforts (including direct mail and events).

Communications Director

02/1995 - 03/1996

### Commission on the Roles and Capabilities of the United States Intelligence Community

Washington, D.C.

- Appointed by the Commission Chairmen (Les Aspin and Harold Brown) to serve as spokesperson and manage all communications and outreach activities for the public, media, and intelligence community.
- Devised and implemented all facets of a one-year outreach and communications strategy.
- Organized public hearings and news conferences; managed final report printing; and generated media kits.

Special Assistant to the Executive Director, Board of Directors, and Chairman

08/1994 - 12/1997

### President's Foreign Intelligence Advisory Board

The White House

- Appointed in the William J. Clinton Administration (Schedule C Political Appointment approved by the Executive Office of the President) to serve as an adviser, scheduler, gatekeeper, spokesperson and communications manager for the Executive Director and Chairmen (Les Aspin, Tom Foley and Warren Rudman).
- Advised Chairmen on projects; prioritized schedule items; and served as gatekeeper for in-box. Drafted reports, decision memos, speeches, press releases, correspondence; and conducted research.
- Managed PFIAB's *Killian Award* ceremony and judging of nominees from intelligence community.
- Held Top Secret/Sensitive Compartmented Information Security Clearance and background checks.

## OTHER PROJECTS

### I Resolve To® . . . Inc.

01/2005 - Present

Trademarked blog, products, eBooks, offer strategies / advice for achieving dreams, resolutions, and goals.

I RESOLVE TO . . .

## PROGRAM PROFICIENCY

Adobe Photoshop · Photo Editing

Animoto · Video Creation

Canva & Venngage · Design

DNN · Websites

Microsoft Office · Full Computer Suite

Higher Logic-Informz · Email Campaign

Social Media · Communications

Teamwork · Project Management

Word Press & Typepad · Blogs

Zoom & Teams · Video Meetings

## INDUSTRY EXPERTISE

Data Analysis



Goal Setting, Documentation, and Tracking



Organization and Prioritization



Problem Solving-Critical Thinking



Scheduling and Time Management



Strategic Planning and Vision



Writing and Communications



Presentation-Leading Meetings



## EXPERIENCE

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Staff Professional, Defense Liaison Team 04/1993 - 08/1994

**United States Department of Defense (DOD),** The Pentagon  
**Secretary of Defense Les Aspin**

- Appointed in the William J. Clinton Administration (Schedule C Political Appointment approved by the Executive Office of the President) to help create and serve on the *Defense Liaison Team*, a group that performed outreach to the uniformed military, defense industry and labor, veterans, civil servants, and women in military. ·
- Served as liaison to women who serve in the military; coordinated Pentagon ceremony to dedicate a replica of the *Vietnam Women's Memorial*; and created a *VIP Tour Program* for the Secretary of Defense. ·
- Designed and coordinated a briefing program to communicate the results of the "*Bottom Up Review*" to national opinion leaders and defense experts. ·
- Handled special projects for Secretary Aspin; and managed the office that implemented the Secretary's transition from the Department of Defense to the private sector.

Home Secretary / District Manager 06/1989 - 03/1993

**United States House of Representatives,** Racine, Wisconsin  
**Congressman Les Aspin**

- Served as District Manager, spokesperson, adviser and strategist on policy and political issues, office manager, volunteer campaign manager, and fundraiser.'
- Devised all strategic plans and goals for constituent and media outreach, district projects and Member's schedule.
- Streamlined office operations; managed five caseworkers; recruited college interns.
- Worked with community leaders to secure federal funding in all issue areas; handled 40 major district projects. Performed constituent and media outreach (generated press releases, mailings, newsletters, and news conferences). ·
- Managed 1990 and 1992 Racine and Kenosha County campaigns; and achieved all fundraising goals.
- Organized dinners, receptions and parties (12-1000 people, including full implementation of two Racine Air Shows), conferences (50-400 people) and issue meetings.

State Government Reporter 10/1983 - 05/1989

**WKOW-TV (Channel 27, ABC)** Madison, Wisconsin

- Reported, wrote and edited ENG stories covering all aspects of state government and general assignment news for WKOW-TV and three affiliates (WXOW, WAOW and WQOW). ·
- Covered 1984, 1986, 1987, and 1988 local, state and presidential races; and, produced election shows. ·
- Interviewed sources for public affairs shows; performed live remotes & studio debriefs; and produced documentaries. ·
- Sold freelance stories, interviews and raw tape to: ABC Nightly News, ABC Midwest Regional Feed, Cable News Network (CNN), and Group W Stations.

## MY STRENGTHS

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- ★ Passionate about my work and creative projects.
- ★ Energetic and tireless dedication to a job well done.
- ★ Extremely versatile in breadth and depth of skill sets and experience.
- ★ Focused on results, outcomes, precision and accuracy of detail.
- ★ Thrive on playing multi-level chess simultaneously on diverse projects.





## CHARITY / PRO BONO

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- ♥ Susan G. Komen 3-Day - Donor, Fundraiser, and Volunteer Event Leader.
- ♥ The Fluffball Foundation - Sponsor and Donor, Los Angeles-Based Animal Welfare Nonprofit Founded by Actress, Emmanuelle Vaugier.

## FIND ME ONLINE

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-  LinkedIn  
<https://www.linkedin.com/in/kimsimpson/>
-  Instagram  
<https://www.instagram.com/kimmsimpson/>
-  Twitter  
<https://twitter.com/KimMSimpson>
-  Facebook  
<https://www.facebook.com/KimMSimpson/>