

# Teresa Saavedra Woorman

| Bethesda, MD

## EDUCATION

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<b>University of Maryland, College Park</b> <i>Bachelor of Arts in Government and Politics</i> <i>Minor in Italian</i>	College Park, MD 2015
<b>Montgomery College</b> <i>Associate of Arts in International Business</i>	Rockville, MD 2012
<b>Northwest High School</b>	Germantown, MD 2009

## PROFESSIONAL EXPERIENCE

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<b>Montgomery County Government</b> <i>Public Information Officer</i>	Rockville, MD 2023 – Present
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- Leverage my deep understanding of journalism, public relations, and local government structures to effectively manage media relations and public information services, ensuring impactful communication strategies.
- Develop and disseminate press releases, newspaper articles, and informational graphics to enhance public awareness of county government achievements and initiatives.
- Contribute to county newsletters by researching, writing, and editing articles, ensuring content is engaging and informative.
- Craft policy memos and speeches that transform complex information into clear, actionable insights and engaging stories, fostering greater understanding and engagement.
- Organize press conferences and special events to highlight county milestones and achievements.
- Build and maintain strong relationships with media, government managers, and staff to ensure seamless and cooperative communication across various departments.
- Manage all county social media networks, posting content, developing and maintaining important elements like bios, logos, and cover photos, and responding to public inquiries.
- Lead social media content through all required approvals before posting, and schedule posts in accordance with external scheduling requirements, including holidays and observances.
- Monitor and report on social media analytics and statistics, documenting metrics weekly and monthly, and providing comprehensive performance reports to gauge growth over time and influence on platform algorithms.

<b>Marc Elrich for County Executive</b> <i>Campaign Manager</i>	Rockville, MD 2021 –2022
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- Led a successful competitive campaign for Montgomery County Executive, managing a \$1 million budget raised through the public financing system focusing on strategic resource allocation, against multiple opponents, including one opponent who spent almost \$7 million in personal funds.
- Developed comprehensive policy positions and campaign strategies that resonated with various voter demographics, enhancing candidate visibility and support.
- Led comprehensive fundraising efforts that involved multiple channels and strategies, consistently meeting financial targets to sustain campaign activities under Montgomery County’s public financing system.
- Recruited, managed, and inspired a team of staff, interns, and volunteers, creating an inclusive culture focused on listening, learning, and achieving campaign goals.
- Implemented a data-driven voter contact program using the Voter Activation Network (VAN), enhancing voter outreach and engagement through targeted communications.
- Directed campaign communications, including press releases and social media strategies, ensuring coherent and persuasive public messaging.
- Led robust grassroots initiatives, including coalition building and political outreach, significantly increasing voter engagement and support.
- Coordinated the candidate’s schedule, prepared key briefing materials, and ensured seamless execution of public appearances and interviews to maximize media exposure.

<b>Brooke Lierman for Maryland</b> <i>Deputy Finance Director</i>	Baltimore, MD 2021
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- Played a key early role in the historic election of Maryland’s first woman Comptroller, successfully managing financial operations and strategy against a self-funding opponent.
- Directed and organized statewide fundraising events, collaborating effectively with the finance team to exceed financial targets and maintain compliance.

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- Managed candidate call times, optimizing engagement strategies and overseeing timely follow-up on pledges and correspondence, contributing to a high conversion rate of commitments.
- Coordinated donor research and supervised volunteer and intern contributions, enhancing the campaign's reach and financial resource pool.
- Maintained rigorous organizational and structural standards in all financial activities, working closely with compliance staff to adhere to campaign finance laws and regulations.
- Contributed to social media voter outreach through innovative video content, significantly enhancing voter engagement and campaign visibility.

### **Maryland House of Delegates**

Annapolis, MD

#### ***Legislative Director | Chief of Staff***

2016 – 2021

- Led legislative operations as Chief of Staff and Legislative Director at different times for Maryland House of Delegates members in Districts 14, 17, 18, and 19, managing legislative work during both the intensive 90-day legislative session and the interim period focused on constituent and community-based work as well as groundwork and research for bill preparation.
- Directed strategic policy research and legislative initiatives across crucial areas such as environmental conservation, healthcare, criminal justice reform, and economic security.
- Helped enact bills into law pertaining to immigrant status protection for victims of extortion, drug copay synchronization, police training to identify victims of human trafficking, long-term care education for consumers, expanding open meetings reporting requirements, permitting ecological restoration projects, preservation of agricultural land, forest mitigation banking, forest conservation enhancements, and oyster management plan adjustments.
- Managed an extensive constituent services portfolio, ensuring effective communication and timely response to community concerns, which enhanced public trust and engagement.
- Conducted comprehensive research and groundwork during legislative interim periods to prepare and advance legislation, ensuring readiness for successful navigation through the legislative process during legislative sessions.
- Coordinated with various levels of government, including state agencies and other elected officials' offices, to streamline constituent services processes and increase legislative efficacy.
- Authored and managed the dissemination of op-eds, opinion papers, press releases, and talking points, effectively communicating legislative positions and engaging in public discourse to influence the legislative process.
- Supervised and mentored a diverse team, managing hiring, training, and performance evaluations and fostering an inclusive and productive office environment.
- Maintained active engagement with community leaders and constituent groups, building strong relationships, and identifying opportunities for collaboration to support district and personal objectives.

### **21<sup>st</sup> District Democratic Team**

College Park, MD

#### ***Campaign Manager***

2018 – 2019

- Led District 21 campaign operations in Prince George's and Anne Arundel Counties, coordinating closely with federal, state, and local elected officials to align campaign activities and strategies.
- Managed complex voter outreach, successfully engaging diverse voter blocks within the district through tailored messaging and strategic community engagement.
- Maintained and utilized up-to-date donor and voter records, enhancing campaign efficiency and targeted outreach efforts.
- Directed the recruitment and management of more than 100 volunteers, developing a robust volunteer network to support various campaign functions, including canvassing, and event management.
- Orchestrated multiple fundraising events from conception to execution, managing logistics, promotion, and post-event follow-up, significantly boosting campaign funding and visibility.
- Navigated complicated interpersonal dynamics among candidates at different levels of government, fostering cooperative relationships and cohesive campaign efforts.
- Developed and implemented integrated campaign messaging and strategies, effectively addressing the needs and priorities of multiple candidates and diverse community groups.

### **Friends of Pete Fosselman, County Council District 1**

Kensington, MD

#### ***Campaign Manager***

2018

- Led a comprehensive campaign strategy for Montgomery County Council District 1 (which at that time included 31 of the 33 precincts in current Legislative District 16), achieving deep voter engagement through extensive canvassing, fundraising, and targeted voter outreach.

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- Developed and executed a detailed campaign plan, integrating coalition building and volunteer recruitment, which enhanced campaign visibility and support.
- Designed and implemented a voter contact program that included door-to-door canvassing and phone banking to identify and engage voters, learn about voter concerns, and solidify voter support and participation.

#### Maryland State Senate

*Policy Fellow for Senator Roger Manno (D19)*

Annapolis, MD

2015

#### CIVIC ENGAGEMENT

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##### Montgomery County Democratic Central Committee (MCDCC)

*Member representing District 16*

2022 – Present

- Chosen by the MCDCC in April 2022 in a contested race to complete Sarah Wolek’s unexpired term representing District 16.
- Elected in July 2022 by District 16 Democratic voters with more than 9,200 votes, finishing first in a 3-way contested race.
- Chaired Ballot Question Advisory Committee in August-September 2022.
- Chosen as Secretary by the MCDCC in December 2022.

##### Democratic National Convention

*Delegate to the 2024 Convention pledged to President Joe Biden*

2024 – Present

- One of five female candidates chosen from a field of 20 female candidates to represent President Joe Biden on the ballot.
- Elected in May 2024 primary election with more than 75,000 votes in 8<sup>th</sup> Congressional District.
- Will attend the Convention in Chicago in August 2024 as a district-level delegate.

*Delegate to the 2020 Convention pledged to Joe Biden*

2020

- Chosen by Maryland Democratic Party as at-large delegate.
- Attended virtual Convention during the pandemic.

*Candidate for Delegate to the 2020 Convention pledged to Pete Buttigieg*

2020

- Chosen to represent Mayor Pete Buttigieg on the ballot.
- Received more than 2,500 votes in 8<sup>th</sup> Congressional District.

##### Pro-Choice Maryland

2022 - Present

*Chair, Board of Directors*

- Joined Board of Directors shortly after NARAL disaffiliated from all state chapters. Still working with the board to rebuild the organization.

##### Young Democrats of Maryland

*Executive Vice President*

2023 – Present

*Vice President of Membership*

2023

##### Montgomery County Young Democrats

*Vice President*

2020 – Present

*Programs Director*

2018 – 2019

#### HONORS & AWARDS

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*Dorothy Davidson Award from the Montgomery County Young Democrats, 2023*

- Awarded “for tireless work for justice and equality and for going above and beyond the call of duty for the gain of the Democratic Party and our community’s greatest needs.”
- Past recipients include Delegates Marc Korman, Jheanelle Wilkins, Julie Palakovich Carr, Joseline Peña Melnyk, and Gabriel Acevero.
- Met with some of Dorothy Davidson’s close friends to learn more about her legacy and accomplishments.

#### SKILLS

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**Languages:** Spanish, native speaker | English, fluent | French, fluent | Italian, fluent