

ELIZABETH SALDIVAR

EXPERIENCE AND QUALIFICATIONS

Director of External Affairs

February 2017-Present

Attorney General Xavier Becerra, California Department of Justice

- Oversee and supervise the statewide external affairs team and the public inquiry unit for the Department of Justice.
- Devises plans to engage with statewide constituencies such as advocacy groups, law enforcement, elected officials and the public at large to educate them on the Attorney Generals' work and priorities.
- Develops and implements public engagement campaigns to create awareness on new laws, special projects and key priorities for the Attorney General.
- Advises and directs the external affairs team to execute all public engagements for the Attorney General including logistics, protocol and talking points. Works collaboratively with statewide advocacy groups, business groups and trade associations to coordinate and implement public engagements and special events.

District Director

October 2009-February 2017

United States House of Representative Xavier Becerra

- Oversaw all district office operations and staff.
- Developed and implemented policy objectives, coordinated special events and external communications to ensure constituents were informed on pending legislation and assistance with federal agencies.
- Established and maintained relationships with constituents, stakeholders, non-profit organization and elected officials to build a wide-ranging network of resources and collaborations.

Independent Consultant

November 2008-October 2009

- Provided strategic counsel on public affairs and legislative issues at the local and state level.
- Developed strategy and fundraising efforts for clients running for the Los Angeles Unified School District School Board, United States Congress and California State Assembly.

Public Affairs Manager

July 2005-August 2008

Cerrell Associates, Inc.

- Advocate for corporate and non-profit clients handling local and state public policy issues.
- Monitored the development of ordinances and regulations likely to impact clients in the City of Los Angeles. Analyzed local ordinances and implemented strategies.
- Developed media and government relations strategies to create awareness and implement BP America's A+ for Energy Program throughout Southern California.
- Responsible for developing and implementing communications strategies, community initiatives and coalition building with key stakeholders in response to legislative issues and crisis management for clients such as Nielsen Media Research, PhRMA and Motion Picture Association of America.
- Developed strategic plans for external relations and philanthropic giving to establish and educate constituencies on land use projects, public education campaigns and policy issues.
- Coordinated press events, media briefings and interviews. Drafted media materials.
- Managed and led account teams.

Principal, Government Relations Practice Group

November 2003-July 2005

Public Strategies, Inc.

- Responsible for advising national and international clients, including corporate and non-profit on public policy issues in California.
- Drafted language for a Political Action Committee (PAC) brochure for one of the nations' leading mortgage finance company. Developed strategies to encourage employee participation.
- Produced issue briefs/position papers, talking points and correspondence on behalf of corporate clients and elected officials.
- Drafted strategic philanthropic recommendations and coordinated participation in benefit dinners, sponsorships and donations statewide and nationally.

- Authored and researched monthly on-line newsletter on behalf of one of the nation's largest home-builders.

Legislative Deputy

July 2001-November 2003

Los Angeles City Councilmember Ed P. Reyes

- Analyzed and drafted motions on city legislation, established priorities and recommendations on grant funds and the city budget.
- Drafted briefing memos and talking points for city committees and public speaking engagements for the Councilmember.
- Provided analysis and recommendations regarding pending legislation and capital improvements projects.
- Represented and advocated the member's position on issues and projects to media, city staff and the community.
- Planned and coordinated special events.

Senior Account Executive

November 1999-July 2003

Rogers & Associates

- Developed strategic public relations campaigns to enhance clients' brand and educate key audiences.
- Worked collaboratively with Univision, KMEX-Channel 34 to produce weekly news segments.
- Coordinated press events with state and local elected officials statewide, community events, a corporate partnership and a targeted media relations campaign statewide for the California Student Aid Commission.
- Pitched both general market and Spanish language media. Interfaced with reporters to respond to media inquiries.
- Spearheaded the development of Prop. 10's collateral materials in both English and Spanish language.
- Provided counsel to other teams such as American Honda Motor Co., the White House Office of National Drug Control Policy and L.A. County Household Hazardous Waste Public Education Program on outreach efforts to the Latino community.

Field Deputy

September 1997-July 1999

Los Angeles City Councilmember Richard Alatorre

- Represented the Councilmember in the communities of Boyle Heights and El Sereno.
- Interacted and problem solved with constituents on city related matters and issues that affected the community.
- Advised Councilmember on current issues and projects pending before city council and city committees and in the district.
- Devised and conducted outreach campaigns to mobilize support on city initiatives and public improvement projects.

Scheduler

January 1997-September 1997

Los Angeles City Councilmember Mike Hernandez

- Interfaced regularly with community groups, city departments and businesses to coordinate meetings with the Councilmember.
- Designated and directed appropriate staff to prepare advance work for the Councilmember's public events.

EDUCATION

University of California, Los Angeles

Bachelor of Arts in Political Science: *Concentration in American Politics*

VOLUNTEER ACTIVITIES

City of Los Angeles Innovation & Performance Commission, Vice President

2014-2016