

**Jorge Maldonado**

MANAGER

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EXPERIENCE OVERVIEW

Jorge has worked in public engagement for nine years. He is currently engaged in content creation, program strategy and messaging for several of the firm's clients. Often clients defer to him to help get their programs message into the communities. He currently manages the day to day operations on a \$230 million local government project. He was able to accomplish 80% of a client's yearly goal within four months and gather support from the community. Jorge is a problem solver that frequently de-escalates situations for elected officials and clients with his crisis control expertise.

RELEVANT WORK EXPERIENCE

- **Harris County Project Recovery** | March, 2019 – May 2020

Developed a strategy and public outreach campaign for applicants to enroll in the program which incorporated the execution of over 200 community meetings; created content and the development of collateral materials; built a partnership with elected officials, community leaders and organizations to help bring awareness of the program; developed a full scale marketing campaign including digital, print, radio, TV which included several hundred thousands of dollars in earned media.

- **Harris County Post Disaster Relocation and Buyout Program** | July 2020 - Present

Developed the communications plan; utilized and executed virtual town halls to inform hundreds of applicants about the program; created content and the development of collateral materials. Provided de-escalation tactics to prevent negative press.