

3791 Overlook Drive
Tallahassee, FL 32311

ASHLEY ERIN STACELL

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SUMMARY & QUALIFICATIONS

Highly skilled and motivated policy professional with extensive experience in public service, and a strong background in campaigning and legislative initiatives on a state level. Proficient in crisis management. Incisive and perceptive with consistent knowledge and awareness of issues and the media. Exceptional in coordinating and multitasking. Leader and team player with articulate and concise speaking ability, excellent writing skills, problem solving and is highly organized. Thrives in fast-paced environment. Professional demeanor, committed to the highest standards of professionalism and client services.

- PUBLIC POLICY
- COMMUNICATIONS
- CAMPAIGN STRATEGY
- POLLING
- LOBBYING ON ISSUES
- COMMITTEE LEADERSHIP
- APPROPRIATIONS
- MANAGEMENT
- PUBLIC SPEAKING
- MEDIA & PRESS RELEASES
- LIAISON FOR LEGISLATIVE MEMBER
- GRASSROOTS CAMPAIGNING
- NEGOTIATE RESOLUTIONS
- RESEARCH & ANALYSIS ON LEGISLATION

EDUCATION

POLITICAL SCIENCE, MASTER OF ARTS
UNIVERSITY OF FLORIDA, Gainesville, FL
Certificate in Political Campaigning

Coursework:

Political Campaigning Strategies · Political Party Theory
Political Behavior · Polling & Lobbying

JOURNALISM & COMMUNICATIONS, BACHELOR OF SCIENCE
UNIVERSITY OF FLORIDA, Gainesville

PROFESSIONAL HISTORY

- 2005- 2006 **DEPUTY SECRETARY, FLORIDA DEPARTMENT OF ELDER AFFAIRS**
- * *Registered lobbyist for the Department of Elder Affairs.*
 - * *Leads coordination of the department's legislative strategy.*
 - * *Provides recommendations for the department's budget.*
 - * *Decision maker for all department activities in Secretary's absence.*
 - * *Serve as the Secretary's representative at meetings or presentations with constituents, the Governor, the Legislature or volunteers, in addition to attending conferences and other forums and delivery presentations as assigned by the Secretary.*
 - * *Determines strategy for department policies and procedures, approving requests and overseeing operations.*

- * *Coordinates multi-office projects as needed and assists and acts as a liaison with all divisions within the department on various matters.*
- * *Responsible for signing all employment hiring forms.*
- * *Responsible for attending legislative briefings at the Capital.*
- * *Coordinates work with other state agencies and local governments in activities relating to older people.*
- * *Promoted to Deputy Secretary from Chief of Staff role.*

2004 **CAMPAIGN MANAGER, CAROLE GREEN FOR CONGRESS**
FLORIDA'S 14TH CONGRESSIONAL DISTRICT

- * *Single-handedly managed daily activities for campaign.*
- * *Liaison for candidate with consultants, community and media contacts.*
- * *Developed and coordinated all media and press releases.*
- * *Assisted in creating and maintaining campaign Web-site.*
- * *Won Lee County, which was 65 percent of congressional district.*

2002 - 2003 **LEGISLATIVE AIDE, REPRESENTATIVE CAROLE GREEN**
FLORIDA HOUSE OF REPRESENTATIVES, DISTRICT 75

- * *Performed extensive background research and analysis on legislative issues, bills, speeches and special reports.*
- * *Helped movement of legislative bills through committee process.*
 - *Assisted in passing eight bills.*
- * *Coordinated legislation for legislative delegation for chairwoman.*
- * *Liaison for constituents and member.*
- * *Handled all press releases and media coordination.*
- * *Managed district office and supervised other staff personnel.*

2001 – 2002 **MANAGER OF PUBLIC AFFAIRS**
GREATER TAMPA CHAMBER OF COMMERCE, Tampa, FL

- * *Managed government affairs, transportation and land use committees.*
- * *Projects and programs directly coordinated or assisted in:*
 - *Leadership Tampa Institute - program to educate, train and encourage community leaders to participate in elected, nonprofit and appointed board positions;*
 - *Tampa Chamber's 2002 Legislative Agenda & elected official report card;*
 - *Coordinated the 2002 Candidate Forum*
 - *Monitored state legislation affecting chamber members.*

2000 **CAMPAIGN COORDINATOR, PAUL MONROE**
FLORIDA HOUSE OF REPRESENTATIVE, DISTRICT 71

- * *Coordinated communications, designed direct mail pieces, developed precinct strategy and synchronized grassroots campaign.*

COMPUTER EXPERTISE

WORD · EXCEL · PUBLISHER · PAGE MAKER · POWERPOINT
 LAW MAKER/LOBBYING TOOLS · and INDUSTRY SPECIFIC SOFTWARE