

DAVID GRAHAM-CASO

Political, Communications and Campaign Strategy

858.945.2203



dgrahamcaso@gmail.com



8324 Belford Ave.



Los Angeles, CA 90045

PROFILE

A strategic and accomplished communications expert, David Graham-Caso is known as one of the most effective media relations professionals in Los Angeles and he has excelled in roles for private, public and non-profits organizations. David led and played key roles in successful campaigns to phase out coal-fired power in the Western United States, to elect the first openly-LGBT city-wide elected official in LA's history, and to defeat Proposition 23 in the fall 2010 election cycle, which the *Los Angeles Times* called "a new era in environmental politics." David has experience managing crisis communications strategies, on-the-ground media relations efforts, and he is a sought-after media and messaging trainer for leading campaign and candidate training organizations. Most recently, David has served as a key senior advisor to Los Angeles City Councilmember Mike Bonin, as Bonin has led on high-profile efforts like raising the minimum wage, approving landmark legislation to confront the climate crisis, and ending the homelessness crisis in Los Angeles.

EDUCATION

2002 - 2006

BA, Political Science;
Emphasis in American Government

*University of California
at Los Angeles*

SKILLS

MESSAGE DEVELOPMENT

Messaging expert with experience crafting key messages and talking points that resonate with target audiences based on data and neuroscientifically-proved best practices.

MEDIA TRAINING

Proven and sought-after media trainer, with experience training volunteers, candidates and colleagues to give media interviews during political and advocacy campaigns.

TECHNOLOGY

Proficient and experienced utilizing a variety of technology platforms, including Microsoft, Google and Adobe software portfolios, as well as basic web programming, CRM software and other tools in campaign settings.

MULTIMEDIA

Experience with comprehensive video production including shooting, editing (FCPX) and distribution.

PUBLIC SPEAKING

Trained and experienced public speaker, having served as a spokesperson, both on camera (live and to-tape) and at large rallies and in both professional and volunteer capacities.

CAMPAIGN STRATEGY

Worked closely with coalitions to develop campaign strategies seeking both electoral and policy goals.

WORK EXPERIENCE

DEPUTY CHIEF OF STAFF & COMMUNICATIONS DIRECTOR

2013 - present

Office of Los Angeles City Councilmember Mike Bonin

- Served as senior advisor to Los Angeles City Councilmember Mike Bonin and played an active role in all of Councilmember's policy efforts, including raising the minimum wage, expanding public transportation, protecting the environment and ending homelessness.
- Helped craft high-profile legislation and both planned and executed strategic campaigns to win approval for controversial policies and programs.
- Served as a spokesperson for the Councilmember and built and maintained relationships with politics and government reporters, editors, bookers and producers from national, regional and local media outlets.
- Managed a team with a half-dozen staff directly reporting to me and assisted in administrative and bureaucratic work to ensure team of 22 professionals remained driven and focused on serving the Councilmember's constituents.

CAMPAIGN MANAGER

Jan - Mar 2013

Ron Galperin for City Controller, *Los Angeles, CA*

- Led a team that elected Ron Galperin Los Angeles City Controller and was responsible for staff management, comprehensive communications and voter outreach work, as well as administrative tasks and the development and management of the \$1.2 million budget.
- Developed a broad range of communications materials and tailored each communications effort to include effective messaging and strategic methods of communications.

COMMUNICATIONS DIRECTOR

2011 - 2013

Office of Los Angeles City Councilmember Richard Alarcón

- Responsible for all communications activities in the Council office, including managing media relations, drafting all talking points and public event briefings, producing all newsletters and other external direct-communications tools, as well as significant photography and design work.
- Developed and executed aggressive and effective earned media campaigns around high-profile issues, including the landmark Responsible Banking Ordinance, Occupy LA and a proposal to create universal identification for all Los Angeles residents.

CAREER HIGHLIGHTS

2009 - 2011

MOVING BEYOND COAL

While leading communications and media relations campaign efforts for the Sierra Club's Beyond Coal Campaign, the campaign successfully stopped the creation of any new coal-fired power plants and

2010

BP DISASTER MEDIA

Managed on-the-ground media relations for the Sierra Club after the worst environmental disaster in U.S. history – the Deep-water Horizon BP Oil Spill – and secured hundreds of articles about the work being done in response to the spill.

2010

“A NEW ERA IN ENVIRONMENTAL POLITICS”

Served as the statewide Communications Director for the Sierra Club's successful multi-million dollar campaign against Proposition 23 in the fall 2010 election cycle, which the *Los Angeles Times* called “a new era in environmental politics.”

2013

HISTORIC UPSET

Campaign Manager on the effort that elected the first openly gay citywide official in the history of L.A. – beating a Councilmember who was heavily favored to win, in what *LA Weekly* called “...the biggest upset of the city's elections.”

2015

\$15 MINIMUM WAGE

Wrote the legislation and led the internal strategy to pass a \$15 minimum wage in Los Angeles, the largest anti-poverty campaign in the history of Los Angeles.

2020

LEADING ON CLIMATE

Served as primary environmental advisor for LA City Councilmember Mike Bonin as he worked toward the approval of a landmark roadmap to 100% clean energy in Los Angeles and an ambitious commitment to reach the goal.

AWARDS

2011

HARRY S. TRUMAN BEST CONTRIBUTION TO A REGION

Truman National Security Project

2009

OUTSTANDING VOLUNTEER

Democratic Party of the San Fernando Valley

WORK EXPERIENCE (CONT.)

DEPUTY PRESS SECRETARY

Sierra Club, *Los Angeles, CA*

2009 - 2011

- Oversaw strategy and message development and strategic communications campaign planning for the successful “Beyond Coal” campaign in the Western US and the Sierra Club's renewable energy development and siting work in the West, including the development of long-term and rapid-response media relations plans and tools.
- Planned and executed media events, prepared press releases and advisories, coordinated editorial board meetings, wrote and placed opinion editorials and letters to the editor in national newspapers and ghost-wrote public comments and speeches for Club leadership and volunteers.
- Served as a spokesperson in interviews with print, internet, radio and television media outlets and was quoted in media outlets including the *Los Angeles Times* and *New York Times*, as well as on Los Angeles evening television news broadcasts on many occasions.

MEDIA RELATIONS SPECIALIST/ ACCOUNT EXECUTIVE

Fiona Hutton & Associates, *Studio City, CA*

2006-2009

- Played an important role in the planning and execution of major media and communications campaigns for successful statewide ballot initiative campaigns, major housing developments, a health insurance trade organization, international energy company, Southern California municipality, and a statewide water agency trade organization.

LEADERSHIP & VOLUNTEER ROLES

TRUMAN NATIONAL SECURITY PROJECT

2009 - present

Selected to participate in an intensive training program regarding a progressive approach to national security issues and helped coordinate the organization's expansion on the West Coast, including scheduling meetings with key decision-makers, planning trainings and workshops and acting as a communications trainer for new West Coast Partners.

LOS ANGELES LEAGUE OF CONSERVATION VOTERS

2011 - 2013

Served as the Chair of the organization's Communications Committee and was responsible for all online and traditional communications efforts on behalf of only environmental Political Action Committee in LA County.

LOS ANGELES COUNTY YOUNG DEMOCRATS

2008 - 2012

Elected to a series of leadership positions, including President of the largest organization in Southern California focused on giving young people a voice and a vehicle for activism in political issues. Grew the organization's membership from 210 members to 832 members during the two-year tenure as President, making LACYD the largest Young Democratic Club in California.

NEW LEADERS COUNCIL

2009 - 2012

Graduate of the New Leaders Council Institute in Los Angeles – a program that seeks out top-tier emerging leaders and puts them through a training program that focuses on campaign work, advocacy, and leadership training. Also selected to serve on the Los Angeles Chapter's Advisory Board as the Online Communications Chair, as well as the chapter's representative on the NLC National Technology Committee.