

# NIKKI WHITING

786-556-2868 | nikkivwhiting@gmail.com

## **PROFESSIONAL EXPERIENCE**

### **Executive Office of Governor Ron DeSantis**

**Tallahassee, FL**

*Deputy Director of Communications*

*June 2023 – April 2024*

- Advised 10 state agencies, including eight state health and human services (HHS) agencies, the Florida Department of Transportation and Florida Department of Management Services on external affairs and crisis communications while leading, building, and executing media-focused marketing initiatives for multiple principals that advanced the administration's goals.
- Drafted social media posts, graphics, quotes, newsletters, op-eds, and press releases for the Governor, First Lady, Lt. Governor, and agency heads on multi-channel communications while ensuring meticulous attention to metrics, monitoring, and incorporating insights into media relations strategies.
- Developed external affairs events, marketing strategies, and oversaw communication budgets for the First Lady's initiatives such as the *Cancer Connect Collaborative*, *The Facts. Your Future.*, *Hope Florida*, and the *Coordinated Opioid Recovery Network (CORE)*.
- Placed bylined articles and op-eds in target publications, aligning with agency topics while cultivating and maintaining robust relationships with reporters and editors to actively identify and secure opportunities for positive brand visibility across targeted earned media channels for both the agencies and its secretaries.

### **Florida Department of Health**

**Tallahassee, FL**

*Director of Communications*

*January 2023 – June 2023*

- Served as a Department spokesperson for a 12,000+ staff agency overseeing a team of 8 people, as well as all press and media relations, social media, internal communications, external affairs, and 67 County Health System Public Information Officers.
- Drafted all Department guidance, press releases, county news alerts, cabinet and committee meeting materials, talking points, internal memos, and social media posts.
- Assisted with facilitating the passage of the Department's agency bills that were signed by the Governor: SB 252, HB 1387, SB 1580, and SB 238.
- Collaborated with the Executive Office of the Governor on public health marketing initiatives relating to the First Lady and Lt. Governor.

### **Executive Office of Governor Ron DeSantis**

**Tallahassee, FL**

*Senior Advisor – Lieutenant Governor Jeanette Nuñez*

*January 2021 – January 2023*

- Managed the Lt. Governor's external communications amplifying her and the Governor's initiatives and legislative priorities.
- Developed and maintained relationships with reporters and media outlets and with key local, federal, and state legislative officials and their staff members.
- Positioned the Lt. Governor for press conferences, interviews, and earned media opportunities in both English and Spanish.
- Advised the Lt. Governor on issues related to Israel, Taiwan, and the Western Hemisphere.

### **Miami-Dade Board of County Commissioners**

**Miami-Dade County, FL**

*Director of Communications – Commissioner Esteban "Steve" Bovo*

*January 2019 – November 2020*

- Managed and oversaw all aspects of communications; including internal and external communications, external affairs, press conferences, media relations, social media, and multimedia production.
- Implemented the Miami-Dade County 2020 Census outreach campaign and served as the lead contact for media partners and community stakeholders.
- Drafted and produced all messaging: press releases, media advisories, speeches, social media posts, memos, briefing materials, newsletters, and op-eds.

**United States House of Representatives****Washington, D.C.***Legislative Assistant & Press Secretary – Congresswoman Ileana Ros-Lehtinen**June 2017 – January 2019*

- Analyzed legislation and wrote vote recommendations, recommend co-sponsorships, letters, and met with interest groups and constituents.
- Drafted remarks, talking points, memos, and speeches related to my assigned policy areas.
- Managed the Congresswoman's media and social media presence directing all district and Washington based media operations/inquiries to inform the community of issue positions and actions as well as constituent service efforts.
- Drafted press statements, quotes, and social media posts on legislative, domestic, and international issues.

**LEADERSHIP & COMMUNITY INVOLVEMENT****American Enterprise Institute** – *Leadership Network Millennial Cohort***Washington, D.C.** *March 2020***James Madison Institute** – *Leaders Fellow***Tallahassee, FL** *August 2018 – 2019***INFLUENCE Magazine** – *Rising Stars of Florida Politics**April 2023***EDUCATION****University of Miami****Coral Gables, FL***Master of Public Administration**May 2020***University of Florida****Gainesville, FL***Bachelor of Arts: English**December 2016**Minor: History*