

Melissa E. Wideman

EXPERIENCE:

Vice President - Community Relations, Castellini Management Company **Nov 2015 - present**

- Responsible for creating and executing government, community and media relations strategies that further the business and civic interests of the company and affiliated foundation.
- Build and maintain the corporate brand through strategic public relations and public affairs activities.
- Maximize the impact of the Foundation by assisting in the Foundation's resource allocation, building and maintaining community relationships and assisting in the advancement of community partner goals and objectives.
- Advance the corporate overall mission by coordinating efforts across business units and community investments to achieve community and economic development initiatives in a more effective and efficient manner.

Senior Manager - Government Affairs and Communications, Cincinnati/Northern Kentucky International Airport (previously Govt. Affairs Associate, Manager of Govt. Affairs and Communications) **Feb 2013 - Nov 2015**

- Strategic development leader for government affairs. Serves as the primary contact to local elected officials at the County, State and Federal level. Tracks legislation at all levels of government, cultivating relationships with local elected officials and key members of their senior staffs in addition to proactively pursuing a legislative aviation agenda.
- Serves as spokesperson and primary contact when responding to media inquiries while proactively promoting the airports agenda and message to the public through the media and other community outlets. Responsible for developing and managing media relationships and public relations strategy.
- Represents and participates on behalf of CVG at the Cincinnati USA Regional Chamber, Northern Kentucky Chamber of Commerce, Northern Kentucky International Trade Association (NKITA), Kentuckians for Better Transportation, Kentucky Association for Economic Development, Ohio Commercial Airports Association (OCAC) and Kentucky Chamber of Commerce.
- Coordinates and organizes the tour program for the Cincinnati/Northern Kentucky International Airport.

Campaign Manager, Neuhardt for Congress **March 2012 - Nov 2012**

- Managed competitive DCCC and EMILY's List targeted race.
- Created campaign infrastructure: hiring staff, training campaign operatives and overseeing campaign operating budget.
- Developed and lead overall campaign strategy including paid and earned media campaign, direct mail, online communications and ground based community organizing.

Campaign Manager, Jack Conway for Attorney General **July 2011 - Nov 2011**

- Managed winning statewide race, leading candidate to a 10-point victory.
- Created and maintained \$1.3 million budget; oversaw media, messaging and polling for campaign.
- Developed and maintained relationships with coordinated campaign and allied organizations.

Campaign Manager, Driehaus for Congress, OH-1 **Jan 2010 - Nov 2010**

- Managed competitive Congressional campaign; lost by the smallest margin in the state in a wave year.
- Developed campaign plan including a \$2 million budget and facilitated spending decisions in a hard financial environment.
- Orchestrated campaign events and built coalitions of support within the community while supervising media and messaging of campaign including TV, radio and direct mail.

Executive Director, Ohio House Democratic Caucus **Jan 2009 - Jan 2010**

- Developed and managed incumbency protection plan.
- Recruited candidates to run for the Ohio House of Representatives.
- Fostered relationships with members, labor unions, lobbying community, county chairs and state party.

Campaign Manager, Driehaus for Congress, OH-1 **Feb 2008 - Nov 2008**

- Defeated 14-year incumbent by over 10,000 votes (52% - 48%) in DCCC Red to Blue targeted race.
- Created and implemented campaign plan and \$1.5 million budget.

References available upon request.

- Coordinated closely with DCCC, Ohio Democratic Party and consultants. Managed candidate, staff of 8, oversaw field staff of 70.

National Finance Deputy Chief of Staff, John Edwards for President

Dec 2006 – Feb 2008

- Processed and tracked all campaign contributions, including: high dollar, low dollar, and direct mail.
- Managed interns, special projects, correspondence and data for the finance department.
- Coordinated print, telephone, and caging vendors and oversaw invoicing for their services.

Deputy Campaign Manager, Sherrod Brown for US Senate

Nov 2005 – Dec 2006

- Executed campaign plan, coordinating with political, field, advance, and scheduling operations.
- Oversaw statewide day-to-day operations, served as liaison between campaign, vendors, and consultants.
- Created, maintained, and fostered relationships with public officials and voters.

National Advance Staff, Site Lead and Site Assistant Kerry/Edwards 2004

June 2004 – Nov 2004

- Responsibilities included implementation of goals of a trip, coordinating logistics, selecting a site and vendors, staffing and accommodating John Kerry, Teresa Heinz Kerry, Elizabeth Edwards and surrogates.
- Managed Military Moms on a Mission Tour, co-workers and volunteers and served as surrogate scheduler for the Vice-Presidential Debate.

EDUCATION:

College of Charleston, Charleston, SC

- B.A. with a double major in Political Science and Communication; Minor in Business Administration

C-Change, Class 9 Participant

YWCA Rising Star 2015

Certified Tourism Ambassador 2015