

Joel Watson, Jr.

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Relevant Experience

DEPUTY SECRETARY OF STATE, COMMUNICATIONS | LOUISIANA DEPARTMENT OF STATE | JANUARY 2019-PRESENT

- Communicate with media outlets on behalf of the Department of State and the Secretary of State on matters related to elections, election statistics, and policy initiatives, including interviews and press releases.
- Coordinate with divisions within the Department of State on communications and policy-related matters.
- Manage office social media accounts.
- Communicate with government agencies and officials at the local, state, and federal levels on matters related to election-related legislation and policy, including speaking on election policy panels.
- Create and spearhead policy initiatives.
- Craft a tracking list of important and applicable legislation during the Louisiana Legislative Session.
- Analyze and present voter data and turnout models.
- Plan and manage Department-related task force and commission meetings, such as the Louisiana Voting System Commission.
- Write speeches for the Secretary of State and other officials within the Department of State.
- Prepare the Secretary of State for panels, presentations, and legislative testimony.
- Develop and execute a voter education and outreach plan.
- Craft multiple national award proposals, including presentations which have won Louisiana the 2022 National Association of Secretaries of State IDEAS Award, the 2022 Election Assistance Commission's Clearinghouse Award, and the 2024 National Association of Secretaries of State Margaret Chase Smith American Democracy Award.
- Served as Director of Special Projects from January 2019-June 2022 and Deputy Secretary of State for Outreach Services from June 2022-December 2023.

ACCOUNT EXECUTIVE | LR3 CONSULTING | SEPTEMBER 2015-APRIL 2016; JUNE 2017-JANUARY 2019

- Managed accounts of various political clients in Louisiana and Arkansas at the local, state, and federal levels.
- Led grassroots efforts for statewide candidates Kyle Ardoin (elected Louisiana Secretary of State in 2018) and John Schroder (elected Louisiana State Treasurer in 2017), and local candidate Breanne Davis (elected Arkansas State Senator in 2018).
- Wrote speeches for statewide and local candidates.
- Managed social media for statewide and local candidates, and the Louisiana House Republican Delegation (2018).
- Managed debate and forum preparation for statewide and local candidates.
- Accurately studied and analyzed real-time election turnout data to craft a get-out-the-vote effort in two statewide races.

REGIONAL FIELD COORDINATOR | THE LEADERSHIP INSTITUTE | APRIL 2016-JUNE 2017

- Recruited and trained political activists on political technologies and public policy processes.
- Oversaw creating, re-establishing, and strengthening campus political organizations in Illinois, Missouri, Arkansas, Kansas, New Mexico, Colorado, Utah, Arizona, and Nevada.

Education

HARDING UNIVERSITY | FALL 2009

• Attended one semester before returning home due to financial reasons.

References Available Upon Request