

TONY ANDERSEN

WORK EXPERIENCE

STRATEGIC COMMUNICATIONS DIRECTOR

PORTLAND WATER BUREAU | Portland, OR (Jul 2018–present)

Direct an eight-member team, in charge of the communications strategy for Oregon's largest public utility, serving nearly a million people in one of Oregon's largest media markets.

DIRECTOR OF MARKETING & PUBLIC RELATIONS

LIFEAFAR | Medellin, Colombia (Jun 2017–Jul 2018)

Directed a seven-member cross-cultural team in a start-up environment in Medellin, Colombia. Implemented profitable strategic plans that connected with international audiences and clients while leading a new brand launch that attracted attention from big name travel brands. Marketing strategies received international coverage, increased rental occupancy rates by 20% and raised millions in new investment revenue. Returned to the U.S. after fulfilling my contract and accepting position in Portland.

COMMUNICATIONS OFFICER

OREGON HEALTH AUTHORITY | Portland, OR (Jul 2016–Jun 2017)

Managed high-profile public affairs for contentious environmental issues, including drinking water and air quality portfolios. Served as communications lead for the 2017 legislative session, drafting testimony for the Governor and legislators while executing successful strategic plans for one of Oregon's largest government agencies.

INTERIM PUBLIC AFFAIRS DIRECTOR, LEAD PUBLIC AFFAIRS OFFICER

OREGON DEPT. OF FORESTRY | Salem, OR (Aug 2013–Jul 2016)

Directed and managed a seven-member public affairs team through one of the most severe wildfire seasons on record, improved state and federal relationships through innovative campaigns while transforming communication strategies and public image. Launched new agency website, and email marketing and social media strategies.

COMMUNICATIONS LEAD, EDUCATION INITIATIVES

OREGON GOVERNOR'S OFFICE | Salem, OR (Oct 2012–Aug 2013)

Successfully led a dynamic and successful communications strategy during the 2013 legislative session resulting in successful legislation, bipartisan education reform, positive coverage, and a new department to ensure ongoing change.

SENIOR CONSULTANT, MARKETING & COMMUNICATIONS

DHM RESEARCH | Portland, OR (Jan 2010–Oct 2012)

Served as part-time and full-time senior consultant advising government agencies and national businesses on strategy for external affairs and marketing.

LEGISLATIVE COORDINATOR, POLICY ASSOCIATE

METRO | Portland, OR (Aug 2007–Dec 2011)

Staffed contentious land-use policy decisions and served as point for community relations, engagement committees and the agency's legislative process. Managed a team of four policy assistants.

EDUCATION

Planning, Public Policy and Management; Creative Writing

Bachelor of Science

UNIVERSITY OF OREGON

Writing & Strategic Communication

Master of Science

PORTLAND STATE UNIVERSITY

ABOUT

With more than a decade of versatile, high-profile public affairs, communications, and marketing experience, I deliver solutions and strategies that connect with people to accomplish goals. My strategies have improved business, shaped policy, and built strategic relationships.

CONTACT

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