

# ERIN BROWNBACK

Communication Strategist

## CONTACT

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## PROFILE

Experienced Communication Strategist skilled in crafting foundational messaging, leading high-impact campaigns, and integrating AI workflows. I excel in conducting messaging audits, media training, and team mentoring. Looking to leverage my expertise in strategic planning, systems creation, and innovative problem-solving to drive mission-driven success.

## EDUCATION

**LIBERTY UNIVERSITY**

PhD Candidate Public Policy

**ARIZONA STATE UNIVERSITY**

Graduate Certificate Social Transformation

**CARNEGIE MELLON UNIVERSITY**

MA Rhetoric and Discourse

**WESTMINSTER COLLEGE**

BA English and Education

## WORK

**Students for Life of America**

2025 - PRESENT

VP, Strategic Communications and Project Integration

- Solve communication process problems with a thoughtful and strategic approach, including speed and accuracy in the creation of content, consistency of issue-based messaging across channels, division of work between rapid response and scheduled marketing, and triaging topics for response
- Implement issue-specific strategic messaging documents as the foundation for all communication creation
- Spearhead the creation and implementation of AI-driven workflows for writing, editing, and approvals to significantly increase speed and accuracy, while decreasing editing time
- Develop organizational lexicon, style guide and SOPs to promote excellence, and incorporate into AI for scalable content production
- Oversee the development of a meta brand for the organization to house all 15 subsidiary brands while maintaining brand recognition for fundraising and other critical efforts
- Manage the organization's largest cross-team campaigns around topics including Stopping Chemical Abortion Pill Distribution, Defunding/Debarring Planned Parenthood, and Help Legislation
- Crafted and distributed case proposal to mobilize Republican AGs to bring lawsuits against chemical abortion pill providers
- Hold senior oversight of 18-person team of directors, managers, and content creators, as well as additional vendors producing social media, websites, videos, email, digital and outdoor advertising, podcasts, speeches, presentations, event materials, lobbying platform content, and field team resources
- Train teams and employees on management skills, communication best practices, and the use of tools such as AI
- Create a Writing Team and workflow to consolidate all written communications from various teams into the Comms Department
- Serve as speaker and movement liaison with individual organizations and at events, including SoConCon, CNP, RAGA, NRB, and ARC

## STRENGTHS

Both Big Picture and High Detail  
Systems Creation  
Strategic Communication  
Mentoring and Training  
Speaking and Interviews  
Read Approx. One Book Per Week  
Travel to 25 countries  
CNP, RAGA, SoCon, NRB Participant  
Community Service Leader  
Hosted National Radio Show  
Avid Strategy Game Player

## TOOLS

Adjust | Adobe | Asana | Azure DevOps |  
Braze | Canva | Chat GPT | Copilot |  
DocHub | El Toro | Figma | Firebase |  
Hootsuite | Monday | Office | Salesforce |  
Sketch | Social Platforms | Upwork | Wix |  
WordPress

## WORK

### Brownback Strategies

2013 - PRESENT

CEO and Messaging Strategist

- Establish strategic messaging and impact plans for 40+ corporate, university, medical, legal, political, and mission-driven clients
- Supervise rebrands and brand rollouts for complex audiences
- Manage capital campaigns of \$2M+
- Direct large communication strategies, including Focus on the Family's Post-Roe v. Wade, 10-year/\$100M campaign
- Repeatedly oversee the writing of the University of Arizona Medical School's 2,000-page Application for Accreditation
- Incorporate strategic messaging into PR, marketing, videos, fundraising, web, speeches, newsletters, and technical documents
- Media train clients for traditional and social media
- Train content creators and develop editorial processes
- Write, edit, and pitch books to publishers

### Liftable Media & Superfeed Technologies

2018 - 2021

CMO

- Created business plan and go-to-market strategy for the Superfeed app, acquired by Turning Point USA in 2021 to get out the vote
- Shared oversight of investor relations for \$10M round
- Oversaw strategic initiatives, including budgets, monetization, KPIs, app metrics, user testing, and marketing automation
- Managed engagement strategies, geolocation, push notifications, and targeted email
- Directed 1K+ advertising campaigns through social, search, email, web, and targeted IP ads
- Facilitated 175K downloads with 15.6% retention rate
- Oversaw communications via websites, blog, PR, social media campaigns, SEO, and ASO
- Event coordinated for major trade shows, spoke at national events on Big Tech Suppression, and won \$100K Pitch Tank prize
- Managed nine-person marketing and PR team, as well as contractors and vendors
- Assisted CEO on all legal documents and aspects of the company
- Provided marketing leadership for media and advertising outlets, including The Western Journal, Conservative Tribune, Liftable TV, and Firefly Engagement

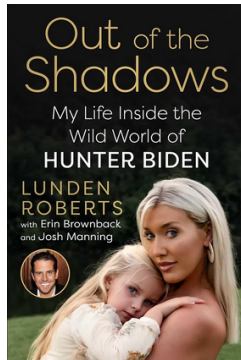
### Alliance Defending Freedom

2011 - 2013

Director, Marketing & Communications

- Ran marketing campaigns for SCOTUS and Circuit Court Cases
- Developed and ran a \$10M, multi-phased public influence campaign on the business model of Planned Parenthood to support and pave the way for pro-life litigation
- Conducted national quantitative and qualitative message testing
- Presented at donor development events, including one speech which received a \$500K matching grant and a match for \$1M
- Created the most highly trafficked web campaigns in the organization's history on Obamacare messaging and facts
- Implemented social media tactics that quadrupled followers to 235,000 in a year
- Managed national conferences with more than 2,000 attendees

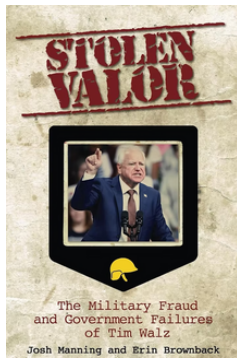
## BOOKS



### ***Out of the Shadows:***

#### ***My Life Inside the Wild World of Hunter Biden***

Authorized memoir of Lunden Roberts and her daughter with Hunter Biden, the unacknowledged grandchild of the sitting president



### ***Stolen Valor:***

#### ***The Military Failure & Government Fraud of Tim Walz***

Biography of Kamala Harris' running mate, his compromised military career, Marxist indoctrination, and the radical policies that followed



### ***Before Cherry Street***

Pro-life children's book exploring the wonder and science of what goes on inside a baby bump

## WORK

### **Alliance Defending Freedom - Continued**

- Established rapid response plans which included pre-written versions of outcomes for current events and case decisions
- Built liaisons and shared resources with allied organizations to bring consistency across movement messaging
- Managed employees, vendors, and allied partners

### **Walton Consulting**

2010 - 2012

#### **Senior Consultant, Strategic Marketing**

- Consulted with corporate, non-profit, and political clients
- Developed marketing, donor relations, and communication strategies
- Created marketing materials to support business development
- Implemented social media and public relations strategies
- Produced operational manuals, business plans, and budgets
- Produced videos and weekly radio programs
- Trained employees to carry out long-term communication plans
- Conducted marketplace research and internal auditing

### **National Philanthropic Trust**

2007 - 2010

#### **Director, Marketing & Communications**

- Built strategic marketing plans resulting in 422% ROI in investment income for the largest national public foundation in the nation
- Managed \$400K marketing budget for a non-profit with \$3B in assets
- Launched private-label products for J.P. Morgan, iShares, and more
- Ran PR campaigns garnering more than 60 interviews in 90 days
- Conducted speaker training for global events
- Project managed the construction of a dynamic blog-based website
- Created marketing content, website, annual reports, and sales kits
- Implemented Salesforce CRM and donor communication process
- Introduced on-line metrics dashboard for internal analysis
- Systematized call center, website, database, and fulfillment workflow
- Wrote detailed operating manuals to ensure long-term system efficiency

### **H.B. Maynard Consulting Company**

2006 - 2007

#### **Editor**

- Edited and assisted in development of corporate training materials for consulting company acquired by Accenture in 2007
- Assisted in trainings for MOST and Lean Workplace
- Automated communication systems to decrease client work time
- Created time-management system and referral reward program

### **Westminster Presbyterian Church and Northway Christian Community**

1999 - 2005

#### **Youth Minister**