

KEY QUALIFICATIONS

Strategic Communicator: Led major advocacy and communication campaigns for a global environmental nonprofit and multiple electoral campaigns, conducted communication research for CDC, FEMA and the Center for Risk Communication.

Experienced manager: Built and managed highly effective teams, including most recently a 19-person campaign staff that put together one of the strongest campaigns Wyoming Democrats have seen in two decades.

Skilled relationship builder: Secured endorsements from high-profile Democrats for a low-profile race; headed partnerships with elected officials as well as the world's largest environmental organizations, partnered with academia, industry, the White House, World Bank, and UN.

PROFESSIONAL EXPERIENCE

Owner, Communication Consultant, The Message Refinery, Washington, DC *Dec 2020 – Present*

- Crafting political candidates' public narrative, fundraising and persuasive messaging in red-to-blue districts.
- Pro-bono advising the Voter Empowerment Project (VEP) on fundraising and voter registration partnerships.
- Teaching Johns Hopkins University's graduate courses in *Understanding Markets and Audiences* and *Persuasion*.

Campaign Manager, Dr. Merav Ben-David for US Senate, Laramie, WY *May 2020 – Dec 2020*

- Won the primary in a landslide and increased Democratic general election turnout by 31%.
- Created the campaign's strategic plan and budget; streamlined all organizational communication processes and workflows.
- Increased fundraising *70-fold*, volunteer capacity *40-fold*, and social media following *100-fold* over 5 months.
- Secured favorable press coverage locally and nationally, created "[one of the best campaign videos of this or any cycle.](#)"
- Built, coached and managed a high performing team of 19 staff and 4 outside consultants.
- Secured high-profile endorsements, including Sen. Warren, Sen. Markey, the Sierra Club, and others.

Training Lead for Unstaffed States, Warren for President, Somerville, MA *Dec 2019 – Mar 2020*

- Achieved a 30% increase in volunteer engagement and turnout in the 8 states under my purview by training 600+ staff and volunteers in *Voter Communication*, *Election Technology*, and *Storytelling in Advocacy*.
- Expanded the team's capacity by 60% by recruiting and onboarding new trainers.

Product Lead & Training Lead, Catalist, Washington, DC *Jan 2018 – Dec 2019*

- Led a cross-departmental (sales, comms, data, engineering, client services) team in deploying a political data exploration portal on time and under budget.
- Re-engaged dozens of Congressional offices, managed relationships with all environmental clients.
- Trained hundreds of partners, clients and staff on data-driven targeting using Catalist's data and software.

Director of Campaigns and Partnerships, Earth Day Network, Washington, DC *Feb 2015 – Jul 2016*

- Outperformed 2016 Earth Day goals by 55% (3000+ global events, both corporate and grassroots, with millions of participants) by managing a team of 15 staff that cultivated relationships with thousands of partners.
- Led a massive [online climate advocacy effort](#) in collaboration with partners from business, academia, advocacy, and government, introducing 10 million+ new audience members (mobile game players) to environmental advocacy messages.
- Published a climate change textbook, led the op-ed writing team, coached the communications department.

Communications Research Consultant, ICF International, Calverton, MD *July 2011 – July 2014*

- Distilled complex communications research into actionable strategy (e.g., FEMA's *Preparedness in America* report).
- Partnered with hundreds of school districts nationwide for the CDC's flagship youth public health study
- Edited proposals resulting in \$1.5 million in new revenue.

Researcher & Instructor, Center for Risk Communication Research, University of Maryland, College Park, MD *2009 – 2011*

Director of Youth Engagement, Dutch Union for Reform Judaism, Amsterdam, The Netherlands *2008 - 2009*

Debate Trainer & Moderator, The Netherlands Debate Institute, Hilversum, The Netherlands *2006 - 2009*

EDUCATION

M.A., cum laude. Communication, University of Maryland at College Park *2011*

B.A., cum laude. Social Sciences, University College, Utrecht, The Netherlands *2006*

PUBLICATIONS AND PRESENTATIONS

- Turner, M., Richards, A.S., Bessarabova, E., & Magid, Y. (2020) The Effects of Anger Appeals on Systematic Processing and Intentions: The Moderating Role of Efficacy. *Communication Reports*, 33:1, 14-26
- Richards, A. S., Banas, J. A., & Magid, Y. (2017). More on inoculating against reactance to persuasive health messages: The paradox of threat. *Health Communication* 32 (7), 890-902.
- Richards, A. S., Banas, J. A., & Magid, Y. (2015, May). *The Paradoxical Role of Threat in Inoculation Against Reactance to Health Interventions*. Paper presented at the annual conference of the International Communication Association, San Juan, Puerto Rico (awarded top paper in the Public Health Division).
- Roberts, C., Magid, Y. (Editor), & Bozuwa, J. (2015) *The Story of Climate Change*. Washington, DC: Earth Day Network.
- Magid, Y. (2011, November). *They're Trying to Make You Scared of Me: Obama's Use of Inoculation as a Rhetorical Strategy*. Paper presented at the annual conference of the National Communication Association, New Orleans, Louisiana.
- Magid, Y. (2011, June). *Argument Quality for Psychologists*. Paper presented at the annual conference of the International Communication Association, Boston, Massachusetts.
- Magid, Y. (2011). The following message might make you mad: Forewarning and inoculation against reactance. *Unpublished master's thesis*, University of Maryland, College Park, MD.
- Grieken, R., & Magid, Y. (2008) *Leren Debatteren (Learn to Debate)*. Leiden University Press, Leiden, The Netherlands
- Grieken, R., & Magid, Y. (2007) *Debatteren in het Basisonderwijs (Debating in Elementary School)*. Leiden University Press, Leiden, The Netherlands