

JESSE J. WHITE

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ELECTED OFFICES HELD

STATE LEGISLATOR, PENNSYLVANIA HOUSE OF REPRESENTATIVES

HARRISBURG, PA

12/2006 – 11/2014

- Elected to four terms, representing 65,000 constituents in PA's 46th Legislative District.
- Authored over fifty pieces of legislation, including numerous bills signed into law.
- Progressive policy expert on issues including the economy, environment, and democracy.
- Extensive experience communicating collaborating with public and private sector stakeholders, non-profits, and community leaders on a wide range of public policy issues.

PROFESSIONAL EXPERIENCE

PRESIDENT, PERPETUAL FORTITUDE LLC (www.perpetualfortitude.com)

MECHANICSBURG, PA

04/2019 – PRESENT

- Founder and principle for Democratic political consulting and digital management firm.
- Specializes in developing and implementing messaging strategies for progressive candidates seeking to become agents of change through the electoral process.
- Client roster includes over 20 local, state, federal, and international campaigns.
- Services include crisis management, paid and earned media plans, social media, stakeholder engagement, website design, graphic design, and narrative development.
- Leverages existing statewide network and relationships with elected officials at all levels of government, statewide advocacy groups, and other stakeholders to maximize results.
- Works with a wide range of advocates, both individual and organizationally, to amplify messaging across a variety of channels, including earned and paid media.
- Extensive experience creating political and policy-based infrastructure with an emphasis on coalition-building locally to cultivate positive relationships and drive engagement.
- Employs unparalleled institutional knowledge of Pennsylvania politics, including legal requirements and best practices for compliance with campaign finance and lobbying.

OPERATIONS AND FIELD DIRECTOR, PROGRESSIVE TURNOUT PROJECT

HARRISBURG, PA

01/2020 – 11/2020

- Recruited, hired, trained, and managed 32-member team for 2020 election cycle.
- Team ranked #2 of 72 offices, with over 150,000 individual voter contacts.
- Designed and implemented political and professional development training programs.
- Worked with local and national media to generate positive press for organization.
- Engaged in significant outreach with progressive stakeholders and elected officials.

SALES MANAGER, CPEC LLC

HARRISBURG, PA

03/2018 – PRESENT

- Conducts political polling and automated phone programs for Democratic candidates.
- Role includes client acquisition, project management, messaging, and political analysis.
- Won 70% of client races for 2019 and 2020 Primary Election cycles.
- Responsible for designing and executing strategic messaging plans.

ATTORNEY AT LAW

JESSE WHITE & ASSOCIATES, MCDONALD, PA

02/2004 – 05/2017

- Owned and managed law firm practicing bankruptcy, civil litigation, estates and trusts, election law, real estate, contracts, criminal defense, family, and personal injury law.
- Managed all staff operations, client management, digital marketing, and branding.
- Consistently grew company receivables and profits while building the firm.

AREAS OF EXPERTISE

- | | | |
|------------------------------|------------------------------|---------------------------|
| ▪ Progressive Public Policy | ▪ High-Quality Proposals | ▪ Project Budgeting |
| ▪ Campaign Management | ▪ Stakeholder Engagement | ▪ Human Relations |
| ▪ Social Media Strategy | ▪ Managing Relationships | ▪ PACs and 501(c)(4)s |
| ▪ Research and Analysis | ▪ High-Impact Presentations | ▪ Ability to Prioritize |
| ▪ Creative Disruption | ▪ Critical Thinking Skills | ▪ Executive Leadership |
| ▪ Project Management | ▪ Grassroots Organizing | ▪ Crafting an Agenda |
| ▪ Infrastructure Development | ▪ Data and Analytics Driven | ▪ Coalition Building |
| ▪ Strategic Communications | ▪ Public and Media Relations | ▪ Writing and Editing |
| ▪ Working with Vendors | ▪ Diversity and Inclusion | ▪ Graphic Design |
| ▪ Progressive Networking | ▪ Driving Civic Engagement | ▪ Pennsylvania Democratic |
| ▪ Developing a Narrative | ▪ Political Legal Compliance | Politics and Advocacy |

EDUCATION

- ◆ **Duquesne University School of Law** | Juris Doctorate | Pittsburgh, PA | 2000-2003
- ◆ **Washington & Jefferson College** | B.A. in Political Science | Washington, PA | 1996-2000
- ◆ **Harvard University | John F. Kennedy School of Government** | Leadership for Elected Officials in State and Local Government | Cambridge, MA | July 2013

CURRENT PROJECTS AND ORGANIZATIONS

- ◆ **Perpetual Fortitude Political Consulting** | www.perpetualfortitude.com | President
- ◆ **Keystone Reckoning Project** | www.keystonereckoning.com | Founder, Executive Director
- ◆ **True Blue Gear** | www.truebluegear.com | Online Political Apparel Store | Creator, Designer
- ◆ **American Association of Political Consultants** | Member
- ◆ **Mensa International** | Member, Southwestern Pennsylvania Chapter