

# 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 46<sup>th</sup> 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](http://www.perpetualfortitude.com)) MECHANICSBURG, PA (04/2019 - PRESENT)**

- Founder and principal for Democratic political consulting and digital management firm.
- Exclusive consulting relationship with Civox, a cutting-edge AI-based conversation agent for political campaigns recently profiled in Politico, Reuters, Forbes, and more. Worked with company founders to adapt AI technology for political campaign uses and develop a long-term strategic vision for implementation in the 2024 election cycle.
- Contributed to multiple victories in the 2023 Primary and General Election Cycles for Democratic candidates up and down the ballot.
- Specializes in developing and implementing messaging strategies for progressive candidates seeking to become agents of change through the electoral process.
- 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.
- 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     | ▪ Grassroots Organizing      | ▪ Executive Leadership    |
| ▪ Creative Disruption       | ▪ 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](http://www.perpetualfortitude.com) | President
- ♦ **Keystone Reckoning Project** | [www.keystonereckoning.com](http://www.keystonereckoning.com) | Founder, Executive Director
- ♦ **True Blue Gear** | [www.truebluegear.com](http://www.truebluegear.com) | Online Political Apparel Store | Creator, Designer
- ♦ **American Association of Political Consultants** | Member
- ♦ **Mensa International** | Member, Southwestern Pennsylvania Chapter