

# BRANDI L. COLLINS-DEXTER

email [brandi.collins@colorofchange.org](mailto:brandi.collins@colorofchange.org)

## EXPERIENCE

### SENIOR CAMPAIGN DIRECTOR, COLOR OF CHANGE (NATIONAL) OCT 2014-PRESENT

I currently oversee the media, democracy and economic justice department at Color Of Change, the nation's largest online racial justice organization. Specific areas include online privacy and surveillance; net neutrality (preserving the open internet); the gig economy; hate speech and rhetoric in mainstream media; and issues surrounding lead poisoning in public housing. Key responsibilities include:

- Manage a cross-country team of campaign managers
  - Recruit, hire, and manage a diverse team that has grown to 13 members
  - Drive strategy and oversight for the team
  - Develop individualized work plans and goals related to fundraising, list growth, member engagement, and campaign wins
  - Provide ongoing regular feedback and conduct quarterly performance evaluations
  - Provide pathways to advancement and promote team members to new positions with increased responsibility
- Develop and oversee strategic campaigns and programs to mobilize Color Of Change's 1.7 million members
  - Identify key challenges, opportunities, goals and objectives based on current political conditions with a focus on long-term systemic and sustainable change
  - Map and target key political, media, financial and corporate institutions and players that benefit from systemic economic and racial inequities
  - Create campaign plans with strong theories of change, using both proven and experimental online and offline tactics
  - Engage in direct negotiations and communications with high-level decision makers and campaign targets (e.g., government officials and corporate executives)
  - Work with staff to develop framing, finalize messaging and identify necessary narrative shifts to build leverage and create pressure on decision makers and targets
  - Significant wins in the last two years led by me and my department include: Getting financial institutions to overhaul their policy and practices on defunding White nationalism; pushing for significant, sweeping changes at Airbnb to tackle discrimination on their platform; pushed Facebook to make key policy changes around data collection and partnerships with data mining companies, make transparent some of their monitoring processes, implement an appeals process for censorship on their platform and conduct a third party audit of their overall processes, policies and practices; more information about these and other campaign wins available upon request
- Ensure adequate funding for program activities
  - Develop and manage program budgets
  - Develop concept papers and engage with funders to ensure financial resources, which has included pitching six and seven figure grants
  - Build out grassroots fundraising for the department, increased annual department individual fundraising from \$10,000 to \$200,000 in three years.
- Cultivate earned media and public attention for campaign efforts
  - Engage with media as primary point of contact (appeared in The Hill, Chicago Tribune, VICE, Gizmodo, Wired and others)
  - Write op-ed articles (appeared in The Undeclared, The Hill)
  - Develop talking points and statements for Executive Director
  - Participate as speaker at conferences, rallies, and panels
  - Develop and facilitate convenings around platform accountability, surveillance and other strategic priorities
- Oversee external consultants and cultivate relationships with movement partners
  - Develop rapid response and long-term strategy coalitions
  - Work with external consultants and researchers to deliver reports on local news conditions, the state of surveillance and online attacks on protesters

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- Maintain long term partnerships to support efforts to protect net neutrality; mount an opposition effort targeting the Trump administration; lift the veil on the targeted surveillance of the movement for Black Lives as well as corporate surveillance on online platforms targeting frontline communities
- Lead evaluation process to improve campaigning efforts and programs
  - Rigorously analyze data, report out on the impact of our campaigns and document lessons.

## **COMMUNICATIONS MANAGER, CENTER FOR MEDIA JUSTICE (NATIONAL) JUN 2011-OCT 2014**

I was responsible for working directly with the Executive Director to define, coordinate and drive organizational identity, branding, communications, and marketing for CMJ, a nonprofit organization working to strengthen the communications effectiveness of grassroots racial justice sectors. This included managing, developing, and implementing online content and new media strategy for CMJ and the Media Action Grassroots Network. Additional relevant responsibilities:

- Coordinated and delivered media training & technical assistance for nonprofit organizations including spokesperson coaching, new media, media planning, strategy, placement, pitching, rapid response and other capacity building
- Compiled and oversaw design of reports and materials that highlighted trends, challenges, achievements and strategies for change in the media policy realm with an eye toward forwarding overarching social justice goals
- Developed communications infrastructure and workflow for the organization and its project the Media Action Grassroots Network (a national media rights and access network composed of over 150 grassroots organizations)
- Developed and implemented a press strategy that yielded over 200 unique media hits in a three-year period in local and national publications, including The Washington Post, The Guardian, The Hill, Los Angeles Times, San Francisco Chronicle and National Public Radio.
- Developed and implemented a grassroots fundraising strategy which increased donation intake by 400% in a two-year period.
- Managed two web sites ([www.mediajustice.org](http://www.mediajustice.org) and [www.mag-net.org](http://www.mag-net.org)). Also project managed the overhaul of the websites from the request for proposals to coordinating the launch, with strong emphasis on strengthening the design, user experience, brand presence and consistent communication of the organization's theory of change

## **POLICY RESEARCH & PROJECT MANAGER, SAFER FOUNDATION (ILLINOIS) MAR 2007- JUN 2011**

I developed, facilitated, and led workshops and presentations at local and national events for a leading provider of prison re-entry services. In addition, I drafted public testimonies, speeches, and articles for Safer's President/CEO. I also provided briefings, analyses and strategic planning in workforce (including green economic strategies) and community development. Additional relevant responsibilities:

- Built and managed coalitions across social justice, criminal justice, and human service sectors; including the Illinois Association for Criminal Justice and served as coordinator of the American Correctional Association, Disproportionate Minority Confinement Committee
- Drafted policy recommendations based on best practices and models in workforce development which were accepted and published by the White House Fatherhood Initiative, the American Correctional Association, and the Illinois Poverty Commission, among others
- Provided education, training, and internet technical assistance to states, service providers, non-profit organizations, and corrections institutions
- Built and maintained Safer's online presence and branding

## **EDUCATION**

**UNIVERSITY OF WISCONSIN, MADISON, WI — JD 2005**

- Note and Comment Editor, Wisconsin Women's Law Journal

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AGNES SCOTT COLLEGE, ATLANTA, GA — BA IN HISTORY 2002

## ADDITIONAL SKILLS

- **Business Software Expert:** Microsoft Office Suite, iWork applications, Adobe Creative Suite
- **Web Expert:** Drupal, WordPress, Salsa Democracy in Action, Constant Contact, Social Media, Action Kit
- **Basic:** HTML coding

## BOARD AND ADVISORY COMMITTEE MEMBERSHIPS

- **Action Center on Race and the Economy (ACRE):** Board member
- **Open Markets Institute:** Advisory board member

## FELLOWSHIP

- **Fall 2019 Joan Shorenstein Fellow:** Harvard Kennedy School, Shorenstein Center

## RECOGNITION

- **16 People to Watch in Tech:** The Hill, February 2017
- **The Root 100:** The Root, September 2019

## SPEAKING ENGAGEMENTS (PARTIAL)

- **Testified before the Subcommittee on Consumer Protection & Commerce United States House Committee on Energy & Commerce Hearing on “Protecting Consumer Privacy in an Era of Big Data,”** Facilitator, February, 2019
- **Centering Civil Rights in the Privacy Debate,** May, 2019
- **The 20th Anniversary of the Children’s Online Privacy Protection Act (COPPA),** panelist, October 2018
- **The Future of the Federal Trade Commission,** October 2018
- **Hope Not Hate Conference,** Panelist, Host: Hope Not Hate, June 2018
- **Covering Hate Workshop,** Panelist, Hosts: Data & Society and The Guardian, June 2018
- **The Brian Lehrer Show,** Guest, May 2018
- **Netroots Nation,** Multiple Panels, 2015, 2016, 2017, and 2018 (upcoming)
- **Facing Race,** Multiple Panels, 2014, 2016, and 2018 (upcoming)
- **RightsCon,** Multiple Panels, 2016 and 2018
- **Congressional Briefings (Net Neutrality and Black Identity Extremism),** Testimony, 2015-2018
- **Color of Surveillance Conference,** Multiple Panels, 2016 and 2018 (upcoming)
- **Freedom on Tap with Melissa Harris Perry,** Guest, December 2017
- **Voices for Internet Freedom Rally,** Speaker, December 2017
- **Net Neutrality & Competition,** Panelist, Host: Internet Archive and Public Knowledge, December 2017
- **Confidential: Surveilling Black Lives Matter (Al-Jazeera Documentary),** Featured Speaker, November 2017
- **Mozilla IRL Podcast,** Guest, September 2017
- **What’s At Stake: Net Neutrality, Hosted by Laura Flanders,** Guest, July 2017
- **The Media’s Coverage of Race and Dog Whistle Politics,** Panelist, Host: Free Press, October 2016
- **Western Mass Media Justice Network,** Guest, March 2016
- *More upon request*