

# Kevin Roig

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## Experience

### **Product Manager**

2015 - 2022

*Reliance Partners - Chattanooga, TN*

- Leads the UX/UI design, development, and adoption of a cloud-based software product to modernize operations at one of the fastest growing transportation and logistics risk-management agencies in the US.
- Oversees strategy development and defines the steps required to bring product features to fruition.
- Collaborates with internal and external stakeholders to scope and execute the product roadmap.
- Leverages Azure DevOps and project management best practices to own the backlog, lead sprint cycles, and to direct contracted developers.

### **Deputy Chief of Staff & Communications Director**

2015 - 2022

*United States House of Representatives, Rep. Garret Graves (LA-o6) - Washington, DC*

- Spearheaded the cross-functional activities and Capitol staff in the Washington D.C. office to align performance with the Member's policy and political objectives.
- Developed and executed the communications strategy across all channels.
- Directed all media, press, and public relations issues; served as the Member's spokesperson.
- Drafted letters, talking points, speeches, press releases, digital content, bill analyses, and research.
- Advised the Member on a range of policy and political issues.
- Recruited, hired, and mentored the staff to become one of the Hill's top performing and bipartisan offices.
- Developed and managed the office budget, including payroll, performance bonuses, etc.
- Tracked policy developments and drafted legislation; managed the healthcare portfolio for the Member.
- Optimized the planning and execution of constituent office visits, group meetings, and other Capitol events.

### **Campaign Manager**

2014 -2022

*Garret Graves for Congress - Washington, DC & Baton Rouge, LA*

- Developed and executed successful congressional campaign strategies for the 2014, '16, '18, & '20 federal election cycles, sequentially increasing margin of victory.
- Designed campaign collateral, mail pieces, digital content; drafted scripts, press releases, memos, etc.
- Recruited and hired campaign staff and directed their activities; managed consultants, vendors, and volunteers to execute the daily tactics that lead to victory.
- Supported and conducted fundraising efforts; Created the campaign budget and oversaw spending.

### **Client Director**

2013-2014

*General Electric Healthcare - New Orleans, LA*

- Identified B2B technology projects across a large, complex, and strategically important health system for a fortune 500 company. Developed business opportunities for current, new, and emerging products.

### **Administrative Fellow, Operations**

2012-2013

*Ochsner Health System - New Orleans, LA*

- Gained a broad range of hands-on experience and understanding of healthcare delivery under the direct mentorship of the Executive Team at one of the Gulf South's largest integrated healthcare systems.

## Education

### **Master of Business Administration**

2012

*LSU E.J. Ourso College of Business - Baton Rouge, LA*

### **Bachelor of Arts, English Literature**

2009

*Louisiana State University - Baton Rouge, LA*

## Skills

Operations & Team Leadership, Strategic Communications, Digital Marketing (Adobe, Google & FB Ads) Branding, Copywriting/Editing, Graphic & Web Design, Project Management, Fundraising, Content Development, Media Relations, Financial Oversight, Contract Negotiation, Coalition Building, Advocacy