

# Nathaniel Eli Coats Styer

## EXPERIENCE

### PRESS SECRETARY

New York City Public Schools | January 2022 – Present | New York City, NY

- Led the external communications strategy, media relations, and social media work for the nation's largest public school system – serving over a million students and staff.
- Built relationships and secured coverage with the New York Times, Wall Street Journal, Washington Post, CNN, MSNBC, The Atlantic, The New Yorker, and local and community media.
- Created multi-channel communication plans for signature policy rollouts on literacy, dyslexia, school safety, artificial intelligence and other administration priorities.
- Oversaw ongoing crisis communications related to school safety, weather, and the daily operation of 1,600 public schools.
- Prepared leadership for public oversight hearings at the city, state, and national level - including a [high-profile congressional hearing](#).
- Managed a 7-member press office, 3-member social media team, and coordinated executive communications for NYCPS leadership, including writing speeches and talking points.

### DEPUTY PRESS SECRETARY

New York City Public Schools | March 2020 – December 2021 | New York City, NY

- Integral member of the team communicating information to the public in a rapidly changing, crisis environment during the COVID-19 pandemic.
- Managing and coordinating rapid response, proactive story pitching, messaging events, and relationships with local and national press outlets as an on-the-record spokesperson.
- Staffed NYCPS & NYC senior leadership for local and national press interviews and developed and revised talking points and remarks for senior leadership and stakeholders.
- Advised on policy and communication strategy as a member of the chancellor's executive office.
- Assisted in managing and onboarding new employees on the press team.

### MANAGING DIRECTOR, EXTERNAL AFFAIRS

Educators for Excellence | September 2017 – March 2020 | New York City, NY

- Managed communications, government relations, and policy creation for a non-profit focused on ensuring that teachers are at the table influencing education policy.
- Developed a comprehensive media relations strategy built on relationships with traditional and digital media outlets that resulted in over 80 positive media hits over two years
- Wrote and edited press releases, media advisories, opinion pieces, first-person narratives, social media copy, public testimonies, and speeches in support of advocacy campaigns.
- Managed government relations at the local, city, and state levels.
- Designed and implemented educator-facing policy that fostered city-wide, teacher-led creation of advocacy campaigns and recommendations for increasing NY teacher workforce diversity."

### DIRECTOR, REGIONAL IMPACT

Leadership for Educational Equity | January 2016 – September 2017 | New York City, NY

- Led and developed a strategic plan to support 3,500 members in New York City to positively impact issues affecting educational equity.
- Coached and managed the development of 419 LEE members entering pipelines related to running for elected local and state-level office, leading as community organizers, and transitioning to careers in policy.
- Created and executed leadership and skill building trainings that centered the mindsets and values of diversity, equity, and inclusiveness in public life.

linkedin.com/in/NECStyer



## SKILLS

Strategic Communications

Crisis Management

Media Relations

Leadership & Team  
Management

Speech Writing & Public  
Speaking

Policy Development & Advising

Stakeholder Engagement

Training & Development

Writing & Content Creation

## EDUCATION

B.A., PUBLIC POLICY  
Concentration in Ethics  
University of Michigan  
Ann Arbor, MI  
2006 - 2010

## ADDITIONAL EXPERIENCE

Teach For America Corps  
Member

Senator Harry Reid – Intern

Rep. John Conyers Jr. – Intern

University of Michigan College  
Democrats – Chair

Boy Scouts of America – Eagle  
Scout

Role Playing Game GM

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## EXPERIENCE CONTINUED

### MANAGER, REGIONAL IMPACT

Leadership for Educational Equity | July 2014 – January 2016 | New York City, NY

- Recruited and trained a core group of 11 LEE members to lead grassroots organizing.

### COORDINATOR, REGIONAL IMPACT

Leadership for Educational Equity | January 2013 – July 2014 | Los Angeles, CA

### CAMPAIGN MANAGER & FINANCE DIRECTOR

Alexis Gonzales-Black Campaign Committee | Fall 2012 | Las Vegas, NV

- Managed the successful Alexis Gonzales-Black campaign for the Nevada State Board of Education. Gonzales-Black won with 55.4% of the vote in a congressional-sized district.
- Planned and executed a fundraising plan, raising over \$131,300 from local and national donors.
- Created the messaging for a direct mail campaign to a targeted persuasion universe of 108,800 voters. Coordinated with vendors for printing and mail services.

### SPECIAL EDUCATION TEACHER

St. James High School | 2010 – 2012 | St. James, LA

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