

Contact

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Top Skills

Writing

Strategic Communications

Corporate Communications

Bridget Leininger

Senior Director, CNN Communications
Atlanta Metropolitan Area

Summary

Inclusive communications professional with experience organizing across a coalition of teams to build and execute comprehensive persuasive messaging in a dynamic, global media environment.

Experience

CNN/Warner Bros. Discovery
Senior Director of Communications
2014 - Present (9 years)
Atlanta, Georgia

Works closely with CNN anchors, correspondents, executive producers, newsroom teams and corporate executives to magnify CNN's newsgathering and programming successes through earned media and events. Identifies emerging communications opportunities and responds rapidly in an ever-changing political and news environment.

CNN/Time Warner
Director of Communications
2004 - 2014 (10 years)

Led daily and long-lead press for Larry King Live, CNN's global live talk show, alongside broadcasting legend Larry King, his executive producer, and CNN executive teams. Increased responsibilities to include CNN news event programming, presidential debates, and town halls. Moved to CNN World Headquarters to lead CNN's breaking news press outreach and coordinate corporate messaging.

Arizona Democratic Party
Communications Director
March 2003 - December 2003 (10 months)
Phoenix, Arizona

Created and executed coordinated communications strategies for the Arizona Democratic Party, in partnership with state elected officials, committees, candidates, and consultants. Responsible for consistent political message through earned and paid media with state and national media.

Hawaii Democratic Coordinated Campaign
Communications Director
May 2002 - November 2002 (7 months)
Honolulu, Hawaii

Created and implemented campaign communications strategies for candidates. Responsible for message coordination of earned media, paid media, direct mail and Get Out The Vote operations.

Democratic National Committee
Deputy Press Secretary
January 2001 - May 2002 (1 year 5 months)
Washington, D.C.

Amplified activities of DNC, its Chair, committee officers and partner organizations through earned media, focusing on campaign strategy in southern states, in coordination with local officials, state parties, and campaigns. Responsible for message development, implementation of media strategies, and rapid response.

The White House
Associate Director, Office of Political Affairs
August 1998 - December 2000 (2 years 5 months)
Washington, D.C.

Coordinated and implemented political activity for the President, the Vice President, the Cabinet, and senior administration officials. Responsibilities included extensive research, writing, and event logistics, along with coordinated communication with state and national organizations.

Education

Randolph-Macon Woman's College
Bachelor's, Politics