

## Contact

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[altoday.com](#) (Company)  
[facebook.com](#) (Other)

## Top Skills

Legislative  
Coalition Building  
Fundraising

# Apryl Marie Fogel

Dynamic and experienced communications, campaign and strategic planning consultant  
Birmingham, Alabama

## Summary

With almost fifteen years of experience specific to external affairs, media relations, and grassroots organizing Apryl Marie Fogel brings passion, dedication and an unimaginable work ethic to any project she undertakes.

Apryl Marie is an experienced and measured leader. She strengthens and encourages those around her while challenging them to set and achieve personal and professional goals.

As a member of any team, Apryl Marie believes no task is too big or small to take on in order to reach a broader goal.

Problem solving and strategic planning are specialties in which she excels. You can be sure she will bring a steadfast resolve for results and an appropriate amount of sarcasm and laughter to any undertaking.

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## Experience

AM Solutions  
Founding President  
August 2004 - Present  
Birmingham, Alabama Area

Alabama Today  
Publisher  
March 2015 - Present  
Birmingham, Alabama Area

Launched a one of a kind news site for business and political news in Alabama.

60 PLUS ASSOCIATION

3 years 5 months

Vice President of Operations

July 2016 - June 2017 (1 year)

Alexandria, VA

National Field Director

December 2015 - July 2016 (8 months)

Birmingham, Alabama Area

Southeast Regional Director

October 2014 - December 2015 (1 year 3 months)

Birmingham, Alabama Area

Responsible for managing grassroots and policy efforts for southeastern region of the U.S.

State Director

February 2014 - October 2014 (9 months)

Birmingham, Alabama Area

Direct and grow the Alabama chapter of a non-partisan seniors advocacy group with a free enterprise, less government, less taxes approach to seniors issues.

Engage and educate seniors on how to defend their livelihood by speaking out against policies which would harm them and future generations. These include fighting to repeal Obamacare, end the federal estate tax and saving Social Security for the young while keeping promises to seniors.

U.S. House of Representatives

2 years 7 months

Senior Advisor

June 2013 - March 2014 (10 months)

Assist the Congressman, Chief of Staff and District Director on strategic planning and decision making, outreach metrics and messaging, and overall political and policy implementation.

Deputy Chief of Staff/Communications Director

September 2011 - June 2013 (1 year 10 months)

Washington, DC

Coordinate external affairs and communications for district and DC events including event development and planning, social media management, speech writing, media booking and more.

Americans for Prosperity  
State Director - Florida  
May 2010 - May 2011 (1 year 1 month)

## NRA

Campaign Field Rep.  
August 2008 - November 2008 (4 months)

Grassroots campaigning to re-elect Tom Feeney and protect our Second Amendment Rights.

## Florida Council for Community Mental Health (FCCMH)

Director of Government & External Relations  
November 2006 - July 2008 (1 year 9 months)

Engage and mobilize association membership, partner associations, and advocacy groups to support or oppose pending legislation which affects services to consumers; Coordinate efforts of association staff, members and contract lobbyist team made up of three primary lobbyists; Educate and inform Legislative and Executive branch officials of our legislative priorities and bills of interest; Develop media strategy and manage media consultant for publicizing legislative priorities in addition to general education and advocacy; Direct and implement strategies of grassroots advocacy campaign with over 5,000 members

## HUD

Deputy Director of Scheduling  
March 2006 - July 2006 (5 months)

Worked directly with the Secretary and senior staff for long-term schedule planning; Communicate and coordinate with the White House Office of Cabinet Affairs, Congressional offices, other federal agencies and associations on scheduling availability, opportunities and goals; Prepare daily schedule and briefing materials for Secretary, security and senior staff; Event coordination including: accepting invitations, working with stakeholders directly on setting up line by line and coordinated movements including flight and travel details

## U.S. House of Representatives

Staff Assistant/Office Manager (Fla District 13)  
May 2005 - March 2006 (11 months)

Performed general administrative functions including answering phone, typing and editing general correspondence, maintained accurate records of personal/sick leave for office staff and interviewed, hired and supervised office

interns; Used CAPS accounting program for vouchering outstanding bills as well as handling staff reimbursements; Acted as office liaison for support services including IT Vendors, office financial counselor, payroll office and telecommunications, facilitating both regular services and special requests per staff needs

Executive Office of Governor Jeb Bush  
Deputy Director of Scheduling  
November 2004 - May 2005 (7 months)

Responsible for Governor Bush's travel including coordination with the Florida Department of Law Enforcement; Worked with the state airpool to receive flight times and coordinate manifest. Created and distributed flight plans for each travel day to appropriate personnel; Arranged meetings for satellite office visit hours including keeping records of meeting requests, setting up appointments and ensuring appropriate staff was notified and invited; Worked directly with Governor's travel aide, press office, security, and other offices to insure smooth transition in movements prior to and during travel.

U.S. House of Representatives  
Staff Assistant - Congresswoman Jennifer Dunn  
August 2004 - November 2004 (4 months)

Worked from college graduation until office closed for members retirement.

U.S. Environmental Protection Agency  
Public Affairs Intern  
January 2004 - May 2004 (5 months)

Researched various critical environmental subjects for use in talking points for the EPA Administrator and senior staff; Line edited press releases for grammar, content and consistency and in the development and coordination of media events, researched information for use in the improvement and consolidation of agency web site; Assisted Press Secretary in coordination of interviews, press conferences and the release of media materials

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## Education

Florida State University  
BS, Social Science · (1999 - 2004)