

Denise Elizabeth Baron

Political Strategist, Researcher, & Printmaker

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CAREER PROFILE

Denise is a political strategist, researcher, and printmaker who is currently completing a PhD at the London School of Economics. She has over a decade of experience on political campaigns in the US, UK, and Europe. Denise's academic research and doctoral thesis focuses on the application of social psychological theories, specifically group orientations like group identification, authoritarianism, and egalitarianism, to investigate perceptions of candidates, vote choice, and election prediction. Denise also researches national nostalgia and its influence on political attitudes and vote choice. Denise's art attempts to address similar themes of political, national, and democratic identities, communality, femininity, protest, free thought, and indecision.

PROFESSIONAL EXPERIENCE

Independent Contractor Sept 2015 – Present London, UK

- While completing my PhD, I continue to advise clients, including polling firms, politicians, political parties, and academic entities in the US, UK, Caribbean, and Europe, on communications and research strategies, using social psychology and political science methodology
- I also provide commentary and analysis for media outlets and public events

BRITISH POLITICAL CAMPAIGNS

Liberal Democrats

Deputy Director of Campaigns

Aug 2019 – July 2021

London, UK

Head of Insight

Apr 2017 – Jan 2019

London, UK

- Oversaw and designed all campaign-related and public opinion research for this centre-left political party
- Served as a member of the senior management team and worked with party leadership to determine party strategy

Head of Insight, People's Vote Campaign

Jan – Aug 2019

London, UK

- Oversaw the internal insight and analytics of campaign communications for this anti-Brexit public advocacy campaign

AMERICAN POLITICAL CAMPAIGNS, COMMUNICATIONS, & CONSULTING

Project Director, OnSight Public Affairs

Jan – August 2015

Denver, CO

- Oversaw every aspect of large-scale campaigns, including media relations with local and national reporters for political and private sector clients

Communications Director, Romanoff for Congress CO-06

Feb 2014 – Nov 2014

Denver, CO

- Oversaw the communications strategy and managed the communications team for this nationally-targeted congressional campaign and acted as spokesperson and primary contact for all local, state-wide, and national press

Associate, Strategies 360

Nov 2012 – Feb 2014

Denver, CO

- Developed strategies for non-partisan clients to execute large-scale communications efforts, legislative advocacy, and coalition building

Deputy Campaign Manager, Shaffer for Colorado CO-04

Jan – Nov 2012

Longmont, CO

- Developed and executed this congressional campaign's communications plan and produced all communications materials and also oversaw all components of the fundraising operation, including events, digital, and more

Congressman Joe Donnelly, IN-02

Field Representative,

Dec 2010 – Aug 2011

South Bend, IN

Field Organizer

July – November 2010

South Bend, IN

- Staffed the Congressman in district and attended events on his behalf and contributed to communications
- Recruited a team of over 100 volunteers and interns and organized phone banks, canvasses, and GOTV operations

Deputy Dir. of Communications, South Bend Mayor's Office July 2009 – July 2010 South Bend, IN

- Took part in the development, organization, publicity, and execution of public awareness campaigns and events

PUBLIC COMMUNICATION, ACADEMIC RESEARCH & TEACHING

Graduate Teaching Assistant, London School of Economics and Political Science London, UK

- Social and Public Communication, MSc programme in the Department of Psychological and Behavioural Science during the 2020-2021 academic year
- MY457 Causal Inference for Observational and Experimental Studies during Lent Term 2020
- MY465 Intermediate Quantitative Analysis during Michaelmas Term 2018

Producer & Co-host of The Ballpark podcast from LSE US Centre Nov 2015 – Sept 2018 London, UK

- Produced "The Ballpark", a podcast on US politics, economics, policy, and news, including all audio-editing and script-writing as well as organising and conducting interviews
- Hosted and provided commentary and analysis for each episode

Research Assistant, London School of Economics and Political Science Mar – Dec 2016 London, UK

- Aided Assistant Professor Jennifer Sheehy-Skeffington with her research on the social psychology of socio-economic status and led a team of research assistants
- Conducted data collection and quantitative analysis as needed for a variety of research projects

EDUCATION

London School of Economics and Political Science London, UK

PhD Candidate in Social Science Research Methods, Department of Methodology

Working title of doctoral thesis: Group-orientated politics: Using group identities and orientations to predict vote choice, perceptions of candidates, and election results

Expected completion: July 2022

London School of Economics and Political Science London, UK

MSc in Social Psychology, Social and Public Communication, Department of Psychological and Behavioural Science

Graduation: December 2016 Overall mark: Distinction

Honours: Himmelweit Award, granted to one student for the best performance in their MSc program

University of Notre Dame South Bend, IN USA

Bachelor of Arts, American Studies

Graduation: May 2010 Overall mark: GPA: 3.8/4.0

Honors: Magna Cum Laude, Departmental Honors

L'Institute d'Etudes Politiques (Sciences-Po de Paris) Paris, FR

International exchange program

Completed: August 2008 to July 2009

RESEARCH: PUBLICATIONS & WORKING PAPERS

Baron, D., Sheehy-Skeffington, J. & Kteily, N. S. (2018) Ideology and perceptions of inequality. In B. Rutjens and M. J. Brandt (Ed.s) *Belief Systems and the Perception of Reality*, 45-62. London: Routledge.

Baron, D., Lauderdale, B., & Sheehy-Skeffington, J. (under-review). A leader who sees the world as I do: Voters prefer candidates whose statements reveal matching social psychological attitudes

Baron, D. (in-progress). Group orientations in elections: An application of social identity, intra- and inter-group theories to the UK General Election results of 2015, 2017, and 2019.

Baron, D., Lawall, K., Lauderdale, B., & Sheehy-Skeffington, J. (in-progress). The coalitional voter: Which shared attributes cause voters to perceive similarity with candidates?

Turnbull-Dugarte, S. J., Townsley, J., Foos, F., & Baron, D. (2021). Mobilising support when the stakes are high: Mass emails affect constituent-to-legislator lobbying. *European Journal of Political Research*.

Obradovic, S. & Baron, D. (in-progress). "Nostalgic Britain: Exploring the meaning of nostalgia and what it tells us about perceptions of the ingroup and intergroup relations in the present"