

Chelsea Roe

Senior Advisor, Communications, Finance & Business
Irving, Texas | 469-323-4184 | chelsea@lsg-tx.com | linkedin.com/in/chelsea-roe-251a6636/

Overall Summary

Senior advisor and political strategist with extensive experience directing communications, media relations, fundraising, and financial management. Proven track record managing multi-million-dollar budgets, leading donor programs, supervising staff and systems, shaping messaging and press strategy, and executing high-profile initiatives and events. Trusted advisor known for leading business outreach and stakeholder engagement efforts for elected officials and organizations across local, state, and federal government.

Professional Experience

U.S. House of Representatives — Washington, DC / Dallas, TX

Senior Advisor, Communications, Finance & Business | Office of Congresswoman Julie Johnson | 2017 – Present

Senior advisor with extensive experience directing communications strategy, financial management, and business engagement for a Member of Congress. Proven track record managing multi-million-dollar budgets, supervising staff and systems, shaping messaging, overseeing media relations and press operations, and executing high-profile initiatives and events.

- Direct communications strategy across press, digital, and constituent channels.
- Manage media relations and press operations, including pitching and booking.
- Direct fundraising strategy and execution; manage multi-million-dollar budgets.
- Supervise staff and manage fundraising, compliance, and CRM systems.
- Lead business and workforce initiatives, including the Jobs with Julie program.
- Serve as liaison to chambers of commerce and regional business organizations.

Congressman Marc Veasey — Dallas / Fort Worth, TX

Campaign Manager | 2014 – January 2025

Senior campaign manager with extensive experience directing strategy, communications, finance, and political operations.

- Direct campaign strategy, messaging, and execution across multiple election cycles.
- Oversee media relations, press strategy, and rapid response.
- Manage and oversee multi-million-dollar budgets.
- Supervise staff, consultants, vendors, and volunteer teams.
- Oversee fundraising strategy and donor engagement.
- Serve as primary liaison to presidential and U.S. Senate campaigns.

Leaven Strategies Group — Dallas–Fort Worth, TX

Principal | 2017 – January 2025

Founder and principal of a political and strategic consulting firm advising clients at the local, state, and federal levels.

- Directed communications strategy and media relations for political clients.
- Managed budgets, fundraising programs, and financial planning.

- Led business outreach and stakeholder engagement initiatives.
- Supervised staff, consultants, and contractors.
- Advised candidates and organizations across multiple election cycles.

Core Competencies

- Communications Strategy & Media Relations
- Press Operations & Message Development
- Fundraising & Donor Programs
- Budget Oversight & Financial Management
- Staff & Team Management
- Event Planning, Management & Execution
- Business Outreach & Stakeholder Engagement
- Workforce & Economic Initiatives
- Strategic Planning & Execution

Education

Texas Tech University

Bachelor of Political Science and Government; Minor in Creative Writing and Art History