

## MICHAEL H. SCHEERHORN

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### PROFESSIONAL EXPERIENCE

#### **Minor League Baseball- St. Petersburg, Florida**

**4/2017-12/2017**

##### ***Government Relations***

- Analyze and develop recommendations to Minor League Baseball's executives, leagues, and ball clubs on opportunities for expanding and implementing outreach, education and legislative initiatives
- Coordinate and conduct meetings with Federal Government officials regarding Minor League Baseball's legislative and policy priorities
- Monitor and analyze federal and forty-three state legislations, rules, and regulations on topics directly or indirectly impacting Minor League Baseball
- Leverage legislative analysis to author policy briefing papers, backgrounders, and other communications on topics pertinent to Minor League Baseball
- Develop strategy and materials for establishing the Minor League Baseball Political Action Committee (PAC)
- Responsible for soliciting participation in the Minor League Baseball Caucus as well as the planning and organizing of Minor League Baseball Caucus events

#### **American Action Network/Congressional Leadership Fund- Washington, DC**

**8/2016 - 12/2016**

##### ***Analyst - Independent Expenditures (IE)***

- Analyzed and administered all Independent Expenditure activity for 2016 Congressional Races
- Managed invoices and coordinated with FEC reporting team on over \$48 million in IE
- Coordinated and executed media buys throughout major U.S. media markets, often exceeding \$1million each
- Created and maintained PAC's individual budgeting documents for over 20 House Races
- Compiled and analyzed political intelligence documents regarding 2016 House Races
- Coordinated scheduling and race-by-race information exchange for five independent expenditure teams, each team comprised of ten consultants

#### **American Action Forum- Washington, DC**

**5/2016 - 7/2016**

##### ***Analyst - Health Policy (Internship)***

- Provided research assistance and data analysis to Health Policy Director and Senior Analysts
- Attended Capitol Hill hearings, private speaker events, and other events held by numerous Washington, D.C. based think tanks to document, analyze and assess the information presented
- Completed detailed analysis and assessment of numerous health care policies, including HIPPA, and the Individual Shared Responsibility aspect of the Affordable Care Act

#### **General Nutrition Center (GNC) – Tallahassee, FL**

**9/2014 - 5/2016**

##### ***Associate – Sales***

- Consistently achieved daily and monthly customer service and sales goals - earning the highly coveted "White Belt" status
- Maintained store so customers were in a clean and comfortable environment
- Analyzed KPI reports to ensure all sales goals were on track to be met
- Worked with store and Regional Managers on inventory and store financial audits

## LEADERSHIP EXPERIENCE

**Florida State Football – Tallahassee, Florida**

**2013-2014**

***Offensive Lineman for 2013 National Championship Team***

Led a nationwide campaign that raised over \$12,000 dollars to send a young cancer patient to 2014 National Championship game versus Auburn. Featured and interviewed on Good Morning America the morning of the game.

**Florida State University- Tallahassee, Florida**

**11/2015-12/2015**

***Liaison for Diehl Foundation, and FSU School of Social Entrepreneurship***

- Analyzed Coalfield Development Corporation (Huntington, WV) for one week
- One of four students hand-selected by Florida State University and Diehl Foundation to make the trip to analyze CDC
- Developed strategies to improve the implementation and success of the organization
- Led interviews with employees, the executive director of CDC, and president of the local community college about the organization
- Created detailed reports of our findings and presented to the Director of Diehl Foundation and select Florida State University faculty

## EDUCATION

**Florida State University – Tallahassee, Florida**

**1/2013-12/2016**

***Bachelor of Science: Economics***

***Minors: Communications, Statistics***