

## Contact

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(LinkedIn)

## Top Skills

Media Relations  
Business Strategy  
Market Research

## Certifications

IRB Members Only (Social and Behavioral)

## Honors-Awards

Accomplished 40 Under 40  
A+ Friend of Education Award  
Public Policy Innovation Award

# Branden Durst

Serving others  
Boise, Idaho, United States

## Summary

I am a strategic thinker and problem solver with a decade of high-level experience in research, policy, and public affairs.

- Over a decade of policy analysis and policymaking experience
- Complex applied quantitative and qualitative research and analysis experience spanning more than a decade
- Over a decade of experience building coalitions and working with high level decision makers
- Substantial background in early childhood, K-12, and higher education policy at the mid and executive levels
- Marketing communication expert with substantive experience developing and driving message
- Highly technologically literate with quick software adoption, advanced user of Microsoft Office Word, PowerPoint, Excel and intermediate user of Photoshop, Dreamweaver, Flash, and SPSS.

MBTI: ENF(T)P

DISC: Persuading Conductor - 11 (Adapted), Conducting Persuader - 12 (Natural)

CliftonStrengths: Ideation, Strategic, Activator, Woo, Communication

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## Experience

Idaho Freedom Foundation  
Senior Analyst - Education Policy Research  
January 2023 - Present (7 months)  
Boise, Idaho, United States

## IDAHO FREEDOM ACTION

Chief Strategist

January 2023 - Present (7 months)

Boise, Idaho, United States

## Idaho Family Policy Center

Senior Public Policy Fellow

July 2022 - January 2023 (7 months)

Boise, Idaho, United States

## Plumblined Services, LLC

Mediator

April 2019 - January 2023 (3 years 10 months)

Boise, Idaho, United States

Plumblined Services, LLC provides child custody and Christian mediation throughout SW Idaho including the Treasure Valley and Magic Valley.

Plumblined Services, LLC has met and/or exceeded all of the qualifications to provide child custody mediation by the Idaho State Supreme Court as outlined in IRFLP 602. Plumblined is registered on the approved list of child custody mediators for the Idaho Supreme Court, Third Judicial District of Idaho, Fourth Judicial District of Idaho and Fifth Judicial District. Plumblined is a member in good standing with the Idaho Mediation Association.

## Self Employed

Independent Contractor/Consultant

August 2015 - January 2018 (2 years 6 months)

Tacoma, Washington

As an independent contractor and consultant I have undertaken a variety of projects in assorted industries. My work has included developing marketing materials for a tech firm used at CES 2016, consulting with small non-profits on organizational development and strategy and working in the property insurance space.

## Washington State Department of Health

Policy and Performance Measurement Coordinator

March 2014 - October 2014 (8 months)

- Provided nuanced policy consultation and strategy for office
- Active contributor in office messaging and press release meetings including editing into plain talk format
- Lead performance measurement and ResultsWA work

- Drafted and lead coordination of office and interagency administrative rules review and development
- Designed and presented many presentations to external audiences

## Idaho Legislature

### State Senator

December 2012 - November 2013 (1 year)

- Served as ranking member Senate Education, Commerce & Human Resources, and Ag Affairs Committees
- Provided policy analysis and research for myself and others within my caucus
- Successfully authored and passed several pieces of legislation (including two education related bills)
- Effectively responded to media inquiries and other press activities as a key member of the messaging team
- Communicated complex issues using plain talk principles through a weekly newsletter
- Collaborated and coordinated early learning leaders
- Designed and maintained external website as well as social media (Twitter, Facebook)

## Rational Strategy Consulting

### Managing Partner

June 2010 - November 2013 (3 years 6 months)

- Successfully wrote several in-depth reports on complex topics in a plain talk format
- Managed vendor contracts and other contractors
- Led all promotional and marketing activities including Google Ad, social media, and website design
- Provided project management, questionnaire design, complex data analysis, modeling and forecasting (price point analysis, etc.) for topic and survey research (qualitative and quantitative)
- Managed client accounts from project proposal stage through project completion

## Durst for Idaho Campaign

### Director/Candidate

March 2006 - November 2012 (6 years 9 months)

Boise, Idaho

- Hired and managed over two dozen staff for political campaigns over the course of four election cycles

- Successfully wrote and implemented comprehensive campaign plans in four elections
- Developed and executed savvy communication strategy in largest media market in Idaho
- Won election in the most competitive legislative district in Idaho in three out of four elections

## College of Western Idaho

### Adjunct Professor of Political Science

July 2009 - November 2011 (2 years 5 months)

- Instructed students in over a dozen sections of American Government and Intro to Political Science
- Developed online curriculum for both American Government and Intro to Political Science courses

## Idaho Legislature

### State Representative

December 2006 - November 2010 (4 years)

- Served on House Education, Business, and Health & Welfare Committees
- Provided policy analysis and research for myself and others within my caucus
- Successfully drafted and passed several pieces of legislation
- Drafted and co-authored over a dozen pieces of legislation regarding early childhood education
- Effectively responded to media inquiries (print and broadcast) and participated in other press activities
- Wrote a weekly newsletter using plain talk format
- Maintained and provided content for an external blog as well as social media (Twitter, Facebook)

## ORC International

### Business Development Coordinator

July 2008 - December 2008 (6 months)

- Served as internal liaison between project management and field staff
- Participated in B2B market research by data cleaning and analysis, proposal writing, presentations, and more.
- Assisted with promotional and communication activities including web development
- Corporate lead on the new online survey product, iDetailing

## Northwest Research Group, LLC

## Research Operations Analyst

July 2007 - July 2008 (1 year 1 month)

- Served as internal liaison between project management and field staff
- Participated in B2B market research by data cleaning and analysis, proposal writing, presentations, and more.
- Lead all survey programming

## Boise State University, Department of Economics

Research Assistant

August 2006 - December 2006 (5 months)

- Assisted faculty economists with economic impact study including economic forecasting framework
- Completed literature reviews, research support, data collection and analysis

## Lionbridge Technologies

Test Engineer

March 2006 - August 2006 (6 months)

- Completed all components of WHQL product testing on HP LaserJet printers
- Developed test plans
- Documented test results.

## Micron Technology

Presentations Coordinator

January 2005 - October 2005 (10 months)

- Lead PowerPoint presentation developer for executive team
- Assisted business intelligence and market research team with data analysis and messaging
- Served as a member of the corporate communication staff
- Coordinated communication activities between technical and non-technical staff
- Co-developed corporate style guide for presentations and external communications

## Claremont Graduate University, Academic Services

Lab Technician

August 2004 - December 2004 (5 months)

Claremont, CA

- Supervised and provided support of the use of the media technology on campus

- Routine maintenance and providing technical assistance to students and faculty
- Trained and assisted customers with the use of media and productivity applications including the MS Office Suite, Adobe (Macromedia) Flash, Dreamweaver, Photoshop and more.

## American Counseling Association

### Policy Intern

June 2002 - August 2002 (3 months)

Alexandria, VA

- Lead staff member on providing graphic and data analysis of a complex member survey
- Composed a report on findings that was later presented to association leadership team and submitted as a public record to the U.S. Congress.
- Wrote issues briefs and policy papers

## Washington State Office of the Attorney General - Consumer Protection Division

### Complaint Mediator

October 2001 - May 2002 (8 months)

Tacoma, WA

- Mediated complaints between Washington consumers and businesses to find common ground and solutions.
- Worked collaboratively with other agency staff , tracked a large case load, and provided exceptional service.

## Adecco Technical, Contractor at Weyerhaeuser

### Data and Graphic Analyst

March 2000 - August 2000 (6 months)

Federal Way, WA

- Assisted a senior Weyerhaeuser biologist with development of advanced graphic charts from in-depth field survey.
- Provided help desk support as necessary
- Assisted with development of presentation materials used by upper level management with regulatory agencies.

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## Education

### Boise State University

EdS, Executive Educational Leadership · (September 2020 - May 2022)

Church of God - Leadership Focus

Ordination, Christian Leadership · (2019 - 2021)

Boise State University

MPA, Public Policy and Administration · (2006 - 2007)

Pacific Lutheran University

B.A., Political Science · (1999 - 2003)

Claremont Graduate University

N/A, Graduate Studies - International Political Economy · (2004 - 2004)