



CITY OF CHICAGO • OFFICE OF THE MAYOR



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MAYOR LIGHTFOOT ANNOUNCES XIMENA N. LARKIN TO SERVE AS DIRECTOR OF DIGITAL STRATEGY

CHICAGO – Mayor Lori E. Lightfoot today announced Ximena N. Larkin will serve as Director of Digital Strategy. Larkin is an award-winning strategic communications leader with more than 10 years of experience. She specializes in storytelling, crisis communication and brand reputation.

"Ximena's experience and diverse portfolio of work extends beyond her years—making her an incredible value add," said Mayor Lightfoot. "Her passion for policy and public relations also make her a great fit for the ever-evolving world of digital communications within the political landscape. I want to extend a warm welcome and congratulations to Ximena on her new role and look forward to working closely with her to advance the goals of my administration."

As Director of Digital Strategy, Larkin will lead Mayor Lightfoot's robust digital initiatives and ensure the administration's goals are clearly communicated across all platforms.

"I thank Mayor Lightfoot for the opportunity to serve the city I love, and I look forward to showcasing some of the best Chicago has to offer," said Larkin. "My family immigrated to Chicago from Mexico City because of my mom's career as a Spanish-language journalist. Growing up, she often clipped different newspaper articles for me to read. I have no doubt that these factors cultivated my admiration for storytelling and facts at a young age. Today, digital is an incredible tool for reaching people, amplifying information, and engaging in robust dialogue. My experience is grounded in storytelling, uplifting vital information, and amplifying diverse voices—I'm excited to bring this perspective to City Hall."

Prior to joining the Lightfoot administration, Larkin worked on the Biden-Harris Transition team, as well as the Biden for President campaign as the Deputy Director of Latino and Spanish Media. Before those roles, Larkin served as the Director for Special Projects for the 2020 Democratic National Convention Committee. Additionally, Larkin is the founder and lead strategist at C1 Revolution—a



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communication consultancy specializing in public relations, reputation management and crisis communications in traditional and digital media. Since 2014, C1 Revolution has garnered a wide range of national and international clients through creating innovative and cutting-edge marketing and digital communication campaigns. Larkin is a writer whose work has appeared in the New York Times, CNN, Vice and more.

Larkin is a Mexican-Chinese immigrant and longtime Chicago resident. She is a graduate of DePaul University where she earned both her Bachelor of Arts in Communication and Master of Arts in Journalism.