

(b) (6)

POLITICAL EXPERIENCE

Office of Mayor Eric Garcetti | Deputy Digital Director | Los Angeles, CA (February 2019–Present)

- In line with the Communications office, developed daily strategic social media plans to include storytelling, rapid response, digital media, videography, audience growth, and close partnership with City departments.
- Created and managed social media tool kits for collaborations and social media campaigns with celebrity/influencers and organizations.
- Prepared remarks for Mayor Garcetti's social media live broadcasts, including remarks in Spanish.
- With a trauma-informed lens, focused on executing social media content that implemented Mayor Garcetti's homelessness priorities while directly working with homeless Angelenos, advocates, and community organizations to tell their stories from a position of dignity and power.
- Worked directly with the press team to accomplish Mayor Garcetti's Spanish media priorities, including Spanish speeches.
- Developed and directed a social media strategy for the Mayor's daily televised COVID-19 press conference briefings.
- Drafted and implemented COVID-19 safety messaging to increase the volume of content from the Mayor's accounts, humanize City workers and the Mayor during the pandemic, normalize COVID-19 safety measures and promoted services and resources from City departments.
- Regularly updated website content and managed the creation of COVID-19 rapid response digital toolkits and graphic design assets.
- Monitored all of the Mayor's social media platforms and responded quickly and effectively to local emergencies, such as fires, earthquakes and national breaking news, in addition to social media response for comments and direct messaging.
- Guided creative solutions to turn single assets into effective social pieces to distribute across all platforms.
- Captured images for social media platforms, website and press objectives using DSLR cameras and Photoshop software.

Lupe Valdez for Governor 2018 | Digital Director | Dallas, TX (July–November 2018)

- Managed and developed digital content for all campaign components, including, a two-week statewide bus tour with 50 "Get Out the Vote" events in 38+ cities across Texas.
- Prepared fundraising emails, talking points, and executed a social media strategy for the gubernatorial debates
- Coordinated with campaign team for a complete remodeling of the campaign website, including translation for content and structure using *Square Space*.
- Engaged voters via all social media platforms with messaging prioritizing the needs of everyday Texans and working to build momentum around a New Texas based on unity and a fair shot for all.
- Prepared the candidate for Spanish media including, talking points and social media content.

Antonio Villaraigosa for Governor 2018 | Digital Media Director | Los Angeles, CA (February–July 2018)

- Executed all campaign communication via digital platforms, including press and campaign website, while also managing paid social media ads, Live broadcasts, petition drives and establishing greater presence in Latinx blogs and social communities.
- Defined the candidate's brand voice on social media channels, centering Latinx politics and immigration as a compelling issue with a fresh, bold and approachable tone.
- Translated campaign priorities into simple, emotional content to create engagement and shareable posts.
- Traveled with the former Mayor to all events and implemented a social media strategy for a 24hour GOTV tour with more than a dozen events— recalling those he did in his 2001, 2005 and 2009 Mayoral races to show how crucial Los Angeles metropolitan area voters were to our campaign.
- Managed and moderated audience engagement across platforms, including rapid response during all gubernatorial debates.
- Prepared and developed rapid response for televised gubernatorial debates.
- Regularly reported statewide metrics and progress alongside Storefront Political Media and highlighted the importance of metrics by reaching new audiences and converting engagement into donors and volunteers.

Wendy Carrillo for Congress 2017 | Regional Field Director | Los Angeles, CA (February – April 2017)

- Directly coordinated field operation efforts for regions in the district

- Responsible for written voter outreach materials, including persuasion scripts and fundraising events, donor emails, presentations, and compelling stories
- Led GOTV efforts, and organized media events with the candidate among outlets such as: ABC News, Huffington Post, and Los Angeles Times
- Guided voter contact training and external outreach

Hillary Clinton for America 2016 | Field Organizer | Broward County, FL (2016)

- Organized political and campaign activities for one of Florida's most significant minority and low-income counties for Hilary Clinton
- Personally recruited, managed and retained volunteers to engage in targeted voter contact phone calls and door knocks Highlighted likely voters and targeted high priority and voter dense precincts to engage voters in targeted messaging using VAN.
- Translated, drafted, and presented several call and canvassing scripts in Spanish in order to create an effective experience for Latino community members

EDUCATION

California State University, Channel Islands | Bachelor of Arts, Political Science (2016)

University of Southern California (USC) | POIR Political Science Pre-Doctoral Fellow (2017)

SKILLS

Languages: Spanish (Native) **Software:** Adobe Photoshop, Lightroom, ZenCity, Drupal, MailChimp, Mobilize, SquareSpace, MyEmma, Action Sprout, Voter Circle, NGP, PDI, VAN.