

Contact

www.linkedin.com/in/fernandobrigidi (LinkedIn)

Top Skills

Local Government
Public Policy
Project Management

Languages

English (Full Professional)
Portuguese (Native or Bilingual)
Spanish (Professional Working)

Fernando Brigidi de Mello

Engagement Advisor in the Office of the Vice President of the United States

New York, New York, United States

Experience

Office of the Vice President of the United States

Engagement Advisor

April 2023 - Present (4 months)

Washington, District of Columbia, United States

USDA

Special Assistant

February 2022 - March 2023 (1 year 2 months)

Washington, District of Columbia, United States

- Managed the Deputy Secretary's daily briefing book materials, including memos, talking points, trackers, reports and datasets, and other documents to ensure strategic alignment with USDA's priorities
- Oversaw schedule priorities for the Office of the Deputy Secretary, including coordination with Subcabinet, Chief of Staff, Senior Advisors' schedules
- Supported or lead special projects, specifically those related to operations, equity, and LGBTQIA rights
- Planned the Deputy Secretary's domestic travels, including logistics, speaking engagements, stakeholder meetings, including pre-travel planning and post-travel follow-ups
- Coordinated the timely review and approval of materials going to the Office of the Deputy Secretary, including memos, talking points, and social media posts
- Staffed the Deputy Secretary in key stakeholder meetings including in the White House and across the country to manage her time and schedule appropriately, take notes and keep track of follow-ups, and monitor stakeholder engagement
- Represented the Office of the Deputy Secretary at internal and external meetings and events

NYC Health + Hospitals

Manhattan Outreach Director

November 2021 - January 2022 (3 months)

New York, New York, United States

- Partnered with external stakeholders to promote vaccination and testing events
- Managed outreach campaigns including logistics and promotion of events
- Implemented the Mayor's outreach strategy for infant vaccinations in public schools

Corey 2021

Field Director

April 2021 - June 2021 (3 months)

- Developed the field strategy and wrote a comprehensive field plan
- Hired, trained, and coached all field staffers, building a diverse team with a strong culture of respect, teamwork, transparency, and flexibility
- Created goals and metrics to meet the field strategy, supported by data about voters, demographics, and expected turnout. Monitored progress to goal, daily and weekly, in order to identify opportunities for coaching or performance improvements
- Developed reports for campaign leadership, including data about performance and metrics
- Ensured accountability from staffers in a fast-paced environment while keeping the team's values
- Assigned staffers, canvassers, and volunteers in specific regions based on outreach strategy

Iowa Democratic Party

Regional Organizing Director

July 2020 - November 2020 (5 months)

- Directed the campaign organizing strategy in 6 counties, including Iowa's second-largest metro area where 12% of the votes received by Biden for President in the state were cast
- Implemented the coordinated campaign strategy in the region increasing turnout by 7% and Democratic margin by 4.33%
- Directed organizers on engaging a total of 371 volunteers and 91 volunteer leaders who completed a total of 112,846 conversations with voters
- Hired, trained, and managed a group of 10 campaign staffers, building a diverse team with a strong culture of teamwork and collaboration
- Built grasstops coalitions for Biden for President and other Democratic candidates
- Designed parts of the organizing program, specifically around relational organizing

Pete for America

Field Organizer

September 2019 - March 2020 (7 months)

Marshalltown, Iowa

- Organized grassroots program and built grassroots coalitions for Pete for America in Marshall County, IA
- Won the greatest number of precincts in county of any candidate [8 of 19] and 30% of county delegates
- Ran constituency outreach for Latino community in Marshall County with house meetings and town halls
- Organized the largest candidate town hall in the county with almost 400 people
- Built relationships with local small businesses to host monthly debate watch parties with 50+ attendees
- Identified, recruited and trained precinct leadership teams in all 19 Marshall County precincts
- Trained 115 precinct captains for the Nevada caucuses during Get Out the Caucus

Arcserve

Customer Experience Specialist

July 2016 - July 2019 (3 years 1 month)

- Built relationships to assure quality and customer satisfaction across client base of 7,000 customers
- Designed a cultivation funnel and cadence to increase engagement amongst Latin American customers
- Negotiated over 300 yearly contract renewals quarterly through customer engagement on data needs
- Consistently achieved performance and retention goals to increase revenue in the region by 20%
- Project managed user inquiry process across cross-functional teams including sales and tech support

Prefeitura Municipal de Porto Alegre, RS

6 years 5 months

Deputy Secretary & Chief of Staff - Department of Governance

May 2014 - August 2015 (1 year 4 months)

Porto Alegre Area, Brazil

- Managed 7 city strategic programs with 160 employees; directly managed and coached 12 directors

- Mediated the Mayor's political strategy against priorities of the city council, community leaders, and organizations
- Led yearlong strategic planning process to define the city's priorities and monitor progress on key indicators
- Planned district assemblies in all 17 districts to lead participatory budgeting process across capital and non-capital projects
- Served on the city's Budget Committee to allocate a municipal budget of \$3 billion dollars in 2014
- Designed and implemented a long-term Porto Alegre Resilient Program with the Rockefeller Foundation

Service Excellence Manager - Department of Governance

April 2013 - April 2014 (1 year 1 month)

Porto Alegre Area, Brazil

- Monitored quality of city constituent call center and constituent satisfaction, with over 6K daily calls
- Synthesized call data, including complaints and questions, into reports for city agencies
- Mapped maintenance services provided by city agencies to identify bottlenecks and improvements

Northeast District Policy/Administrative Coordinator

April 2009 - April 2013 (4 years 1 month)

Porto Alegre Area, Brazil

- Led the Participatory Budgeting program in the district
- Coordinated all municipal programs in the district, monitored results and wrote reports to the Mayor and the press
- Facilitated monthly town halls, to promote civic engagement and transparency with participation from 1000 citizens
- Implemented the Mayor's territorialized management strategy

Assembleia Legislativa do Estado do Rio Grande do Sul

Intern

June 2007 - July 2008 (1 year 2 months)

Porto Alegre Area, Brazil

- Supported the administrative department's restructuring, identifying bottle necks and increasing efficiency

State Government of Rio Grande do Sul

Governor's advisor

January 2003 - May 2007 (4 years 5 months)

Porto Alegre Area, Brazil

- Developed economic and social reports with data from the state
- Consolidated information on presentations to support the Governor's meetings

Education

NYU Robert F. Wagner Graduate School of Public Service
Executive Master's degree, Public Administration · (2018 - 2019)

Federal University of Rio Grande do Sul
Bachelor of Business Administration (BBA), Public
Administration · (2004 - 2009)