

Analilia Mejia, MPAP, MLER

Senior level political, issue advocacy, and electoral campaign strategist, manager, organizer and spokesperson with a proven record of strategic leadership, program management, policy development, organizing, team management and development.

MULTI-DISCIPLINARY KNOWLEDGE

- Electoral and issue campaign strategic planning
- Federal, state, and local legislative affairs
- Team leadership, management and development
- Multi-team and cross-organizational project management

PROFESSIONAL CAPABILITIES

- Voter file and data management
 - Government relations, public relations
 - Policy analysis and advocacy
 - Non-Profit management and development
 - Media training and experience
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3/20 to 10/20 Friends of Bernie Sanders, Political Director and Senior Advisor

Develop and advise political and outreach program for U.S., Senate Campaign of Senator Bernie Sanders

- Managed team of 5 political, communication and social media direct report operatives and coordinated across 18 person team in order to inform the outreach and political engagement of Senator Sanders
- Developed political strategy, including strategic communication, outreach, endorsements and engagement.
- Power mapped, engaged, and maintained 100's of relationships with elected officials, organizations, unions and other partners throughout the U.S.
- Coordinated the Senator's endorsement process, including managing the identification, interview, and vetting process of over 175 state and federal candidates.
- Coordinated external political projects, including managing and supporting the efforts of 100+ appointees through the Biden-Sanders Unity task forces DNC Platform drafting and DNC Convention process.

Experience Highlights:

- Served as the co-lead to the Biden/Sanders Unity taskforce, coordinating the efforts of 12 Bernie selected appointees, and working closely with the 24 Biden selected appointees through the drafting of 6 simultaneously drafted reports.
- Served as the lead through the development of the DNC party platform drafting and adoption process. Served as a point of contact and facilitator for consensus building across constituencies. for 100+ participants.

3/19 to 3/20 Bernie 2020 – National Political Director

Developed and directed the political program for leading progressive Presidential candidate, U.S. Senator Bernie Sanders

- Managed a team of 24 political staffers and 8 state political directors, both in campaign headquarters and remotely, in a highly visible, dynamic, and demanding environment.
- Oversaw development of national political plan to power map, engage, and maintain relationships with strategic partners throughout the U.S. including elected officials, labor leaders, thought leaders and organizational leaders
- Developed the Political Team infrastructure to execute the campaign's broader strategic goals and managed simultaneous complex work plans in a changing political landscape and growing team
- Oversaw the development and management of Bernie 2020's political team members with varying degrees of experience, including: development of tailored onboarding process, 1-1 assessment of skills, individual and team goal setting, personal growth objectives, team member evaluation, and mentorship.
- Developed tracking tools for all outreach, projects, and departmental communications.

- Identified strategic opportunities and led the coordination of external campaign projects with other departments including: solidarity mobilizations, strategic partner engagement in policy development, external communications and event planning.
- Served as primary representative for the department in strategic elected official, organizational, and media outreach.

Experience Highlights: Successfully led a diverse team with various levels of experience and objectives through a shifting and demanding environment, by implementing collaborative and forward-thinking strategies that prioritized team collaborative leadership, co-mentorship, and staff development. Under my leadership, my team maintained a professional and supportive culture, as it grew from a 4 to 25 member team with various and simultaneous goals, projects, deadlines, and collaborative partners.

1/14 to 3/19 New Jersey Working Families Party – Executive Director

Directed and managed the political, electoral, legislative, and issue campaigns for NJWFP, a Progressive Political Organization

- Managed a diverse team of political, communication and policy leads in order to develop and win often simultaneous issue, electoral and policy campaigns.
- Served as the lead spokesperson for organization with external entities, including: media, government and other non-profits.
- Responsible for the management of multi-organization campaign tables, including the successful efforts to Raise the Wage, Pass Earned Sick Days and Expand Paid Family Leave.
- Responsible for the development and execution of organizational strategic planning process; including budget development, goal setting and year end evaluative process.
- Responsible for the recruitment, training, supervision and evaluation of a diverse and young staff across the areas of policy advocacy, community organizing, fundraising, communications and campaign management.
- Conducted outreach to potential partners and coordinated the efforts of electoral and advocacy campaign tables.

Experience Highlights: Under my leadership, NJWFP led successful campaign coalitions that championed the expansion of Paid Sick Leave, Paid Family Leave, the expansion of Automatic Voter Registration, pre-registration of teens, and the adoption of a \$15 Minimum Wage law in NJ.

1/14 to 12/14 Service Employees International Union, Local 32BJ – Northeastern Regional Deputy Political Director

Assist in the development, coordination and execution of the multistate political program throughout NJ, MA, CT, RI region

- Managed a multi state team of political directors, focused on state and federal level outreach.
- Served as a resource for the union’s leadership in regional legislative, electoral and union building efforts.
- Coordinated with state directors and VP’s, serving as a liaison and resource for all political capacity building, training and mobilization campaigns.
- Created development tools and programs for membership development in the areas of politics, electoral capacity and advocacy.

1/11 to 1/14 SEIU Local 32BJ – New Jersey Political Director

Developed and executed the political and legislative agenda of the local’s New Jersey political program

- Managed team of full time member leader political organizers and junior political staff in all political outreach at the municipal, state and federal level.
- Responsible for the legislative, electoral and political capacity building in NJ for the local.
- Created development trainings and programs for membership development in the areas of politics, electoral capacity and advocacy.

4/09 to 1/11 Service Employees International Union– Political and Policy Coordinator Property Services

Assisted in the development of the political and legislative agenda of the second largest division for SEIU International Union

- Responsible for legislative tracking and legislative plan development in support of growth campaigns.
- Identify internal and external opportunities for Division's locals for membership development, advocacy and growth.
- Worked in coordination with the Division's state political directors, in order to meet the union's political, legislative and electoral goals.

9/07 to 4/09 UNITE HERE /Workers United - Assistant Political Director Chicago-Midwest Region

Created and executed political program and member mobilization across the Midwest; including the development of electoral campaigns, PAC fundraising campaigns, and analysis of targets on key legislative issues.

- Administered regional legislative initiatives, including outreach to elected officials at the municipal, state and federal level.
- Managed the union's electoral field program, including: budget, training, supervision of leads and volunteer coordination.
- Assisted in the development of organization's Political Action Program and materials
- Served as the political liaison across the union to all departments for political information, training, program management and supervision of staff, member leaders and volunteers.

1/07 to 9/07 New Jersey Department of Health and Senior Services – Legislative Analyst

Analyzed and monitored legislation for the Department's various programs, specifically in the areas of: public health, homeland security, state preparedness, patient rights, family health services and senior issues.

- Assisted in Department's special program initiatives, in the areas of; minority and multicultural health, health disparities, language access and data collection standards, including the creation and compilation of issue briefs and reports.
- Served as the liaison to elected officials and their staff in regards to issues overseen and administered by the DHSS.
- Briefed Health Commissioner on policy development; recommended policy positions and political strategy for the department.

9/05 to 1/07 New Jersey Immigration Policy Network – Program and Policy Director

Advanced the organization's legislative agenda through; advocacy, creating and maintaining regional core leadership teams and directing organization's programs in the areas of Worker Rights, Access to Services, Education and CIR

- Responsible for all government relations initiatives, including the development and execution of advocacy campaigns.
- Assisted in communications plan development; including: drafting of white-papers, publication material, press advisories/releases.

10/03 – 9/05 United Food and Commercial Workers – Organizer

Expanded the capacity and reach of union through direct organizing, community education and media campaign development

- Created and directed advocacy campaigns among political, community and religious communities.
- Assisted in media and government relations campaigns, including: white-papers, publication material, press advisories/releases, establishing press contacts and coordinating press conferences.

08/00 – 9/03 Rutgers University - Hall Director

Managed 300+ Resident Hall and a team of student Resident Assistants and Student Leaders

- Managed the outreach, disciplinary, and engagement efforts within a diverse student Resident Hall.
- Coordinated the execution of the Division's objectives, including crisis management and acute health need situations.

- Oversaw the counseling and engagement efforts of the University for residents related to 9/11/01

09/00 – 9/03 Heldrich Center for Workforce Development, Graduate Assistant Researcher

Research Assistant to senior professors and researchers in areas of worker and labor policy, including the evaluation of WLA and the impact of Federal Labor Policy

- Carried out research needs of senior team members, including conducting 1-1 worker interviews, data management and drafting reports.
 - Worked in coordination of other graduate level research assistants in distribution of research goals and reporting
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EDUCATION

Rutgers University, School of Management and Labor Relations

Master in Labor & Employment Relations, 2003

Rutgers University, Bloustein School of Planning and Public Policy

Master in Politics and Policy, 2002

Rutgers University, Rutgers College

BA Communication & Comparative Literature, 2000
