

Lauren Grace Adreanna Reyes

Professional Experience

Virginia Coordinated Campaign | Democratic Party of Virginia | Biden For President January 2020-November 2020 **Coordinated Campaign Director**

- Hired and managed a leadership team of 26 directors and deputy directors across 7 departments including field, digital, data, early vote, compliance, operations, and voter protection. Oversaw a campaign of over 100 staffers.
- Created and successfully executed a coordinated campaign strategy to elect Joe Biden, re-elect Senator Mark Warner, secure our 7 democratic congressional districts, and run up votes in 4 congressional districts
- Developed and supervised overall voter contact strategy including voter identification, voter registration, early vote turnout, and get out the vote efforts
- Oversaw and managed the \$5.6 million coordinated budget
- Worked with 2 vendors to prepare and disseminate advertisements, mailers, and literature
- Worked closely with stakeholders, congressional campaigns, and the Biden national campaign to implement plans and hit weekly and monthly metrics across all departments
- Engaged with 5 existing partner organizations such as Planned Parenthood, Next Gen, and the Human Rights Campaign to integrate programs and volunteer capacity into the coordinated campaign
- Built communication structures to collaborate with the local party, chairs, committees, press, party leaders and stakeholders
- Elected Joe Biden with 54% of the vote and by a victory margin of 10.1%
- Re-elected Senator Warner with 2.4 million votes, and re-elected Representatives Beyer, Scott, Connolly, McEachin, Wexton, Luria, and Spanberger

Julián for the Future

March 2019-November 2019

Early States Director

- Created and coordinated with 7 departments regarding the campaign narratives of the 4 early states including the narrative of the candidate Julián Castro and the individual stories of the states
- Created and implemented the 4 state strategies including targeting, field strategy, and political outreach programs
- Monitored and tracked endorsement builds, supporter and volunteer bases, and polling across the four early states
- Managed the early states budget for the 4 early states totaling \$3 million
- Traveled to early states to help set up, design, and execute large cattle call events including the Iowa Steak Fry, South Carolina Fish Fry, and the New Hampshire Convention
- Assisted the campaign for both NGP and VAN systems

Organizing Director for New Hampshire

- Created and implemented a relationship building focused field program for Julián Castro's presidential campaign
- Developed spreadsheets, trackers, and other forms of data analysis based upon projections, polls, and media analysis
- Developed internship program to build out the New Hampshire program
- Developed and executed the house party toolkit for 35 house parties across the state

Virginia Coordinated Campaign | Democratic Party of Virginia

January 2018-November 2018

Coordinated Campaign Field Director

- Hired and managed a team of 7 regional field directors, 50 field organizers, and 9 deputy field organizers
- Created and implemented the extensive persuasion and mobilization field program for Senator Tim Kaine and the Coordinated Campaign including incumbent Representatives Beyer, Scott, Connolly, and McEachin
- Coordinated with campaign managers and field directors for congressional races, and committee chairs in order to elect democrats up and down the ticket
- Re-elected Senator Kaine with 1.9 million votes, re-elected Representatives Beyer, Scott, Connolly and McEachin, and elected (and flipped congressional districts for) Wexton, Luria, Spanberger
- Highest Virginia Turnout in a non-presidential year in a generation with 59% turnout and 3.3 million voters
- Metrics:
 - Made 1.2 million DVC attempts in the last 4 days (GOTV)
 - Made 4.4 million DVC attempts from Feb 1st-Nov 6th

Statewide Petition Director

- Hired and managed a team of 7 district organizers
- Designed and executed an aggressive commonwealth wide petition campaign for Senator Tim Kaine and 4 incumbent congressmen (Representatives Beyer, Scott, Connolly, and McEachin)
- Collected 19,000+ petitions from February 1st-March 12th for the Senator

The Virginia Coordinated Campaign | The Democratic Party of Virginia

July 2017-November 2017

Regional Field Director: Henrico, VA

- Hired and managed a team of 6 field organizers, 4 deputy field organizers and 10 interns
- Developed spreadsheets, trackers, and other forms of data analysis based upon turnout
- Executed an aggressive persuasion campaign over a turf consisting of 150 precincts across the Henrico, Hanover, and Richmond area
- Coordinated with local campaign managers and delegates for the House of Delegates races in the Henrico/Hanover area

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- Coordinated with partner programs to provide canvassing materials including Equality VA, Planned Parenthood, New VA Majority and local unions such as SEIU and the IBEW
- Metrics for Voter Contact Goals:
 - Canvassed: 289,304 doors from July 1st-November 7th
 - Calls: 123,970 calls from July 1st-November 7th
 - Volunteers: 1,170
 - Super Volunteers: 518

Jon Ossoff for Congress

March 2017- June 2017

Regional Field Director: Sandy Springs, GA

- Hired and managed a team of 4 field organizers, 1 political organizer, 6 deputy field organizers, and 20 interns
- Developed spreadsheets, trackers, and other forms of data analysis based upon voter registration and turnout
- Executed an aggressive mobilization and persuasion campaign over a turf consisting of 39 high priority precincts
- Coordinated with Communications Team on multiple press attended events
- Facilitated a strong team culture amongst Staff, Interns, and Volunteers
- Metrics for Voter Contact Goals:
 - Canvassed: 114,416 doors from March 1st-June 20th
 - Calls: 124,369 calls from March 1st-June 20th
 - Precinct Captains Recruited: 35/39 Precincts
 - Volunteers: 492
 - Super Volunteers: 246

NC Coordinated Campaign | North Carolina Democratic Party

August 2016 - November 2016

Field Organizer: Greensboro, NC

- Organized and managed volunteers and volunteer teams
- Built and managed volunteer canvass and phone bank events
- Managed local social media accounts to recruit volunteers and engage with voters
- Meet strict weekly voter contact and volunteer recruitment goals
- Executed an aggressive Get Out the Vote operation in the Greensboro area

The Quattro Firm

June 2015 - July 2016

Legal Consultant and Director of Social Marketing

- Communicated with and assisted clients regarding family law matters, commercial law matters, and estate planning
- Researched and drafted memorandums of law for family law matters, commercial law matters, and estate planning
- Oversaw and managed all social media outlets for The Quattro Firm including Twitter, Facebook, Instagram, monthly newsletter, promotions, community management, and marketing
- Planned and executed large social events on behalf of the firm

Sisters By Grace Foundation

January 2015 - January 2016

Secretary, Executive Board Member

- Created and managed monthly meeting minute reports
- Created and managed historical archives for the Foundation
- Worked as a liaison between the Foundation and the sisters of Sigma Alpha Omega
- Drafted and filed documents necessary to receive 501(c)(3) status
- Planned and executed social events such as Winter and Summer Convention attended by over 300 alum and active sisters

Legal Aid Society of Palm Beach County

September 2014 - January 2015

Legal Assistant

- Communicated with and assisted clients regarding immigration matters including SIJS, Naturalization, TPS, asylee adjustments, and waivers
- Communicated with and assisted clients regarding medical partnership matters including disability claims based on HIV/AIDS status and/or mental health illness
- Researched and drafted memorandums for the Immigrant Advocacy Project, the Ryan White Project, and the Medical Legal Partnership Project
- Worked with doctors and medical partnerships to create and research disability claims for clients
- Oversaw summer internship program and created team building events for incoming class of interns
- Created and submitted a grant proposal for a SIJs program within the Immigrant Advocacy Project

The Law Offices of Helen Jugovic

January 2011 - August 2012

Paralegal

- Attended the national AILA conference in San Diego
- Managed case files and electronic filing on LawLogix
- Communicated with and assisted clients regarding immigration and marriage visas

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- Assisted clients in matters involving immigration and family law
- Drafted employment visa, fiancé visas, marriage, and family applications
- Created immigration packets to send to Immigration services

Education

Charlotte School of Law, Charlotte, NC
Juris Doctor, May 2014

Honors and Activities: **Highest Pro Bono Distinctions**-May 2014; **Dean's List**, Fall 2013; **Pro-Bono Leader**, August 2013-May 2014; **Immigration Law Society**-Founder and President, August 2012-May 2014;
Volunteer 92.30 hours, **Pro Bono** 447.65 hours, **Clinical** 380 hours

University of North Carolina at Wilmington, Wilmington NC
Bachelor of Arts, Anthropology, May 2011
Bachelor of Arts, Criminal Justice, May 2011

Internships

Legal Aid Society of Palm Beach County
Legal Aid Society of Palm Beach County
Wrightsville Beach Museum of History
Children's Museum of Wilmington

May 2013 - July 2013
May 2012 - May 2012
Spring 2011
Fall 2010

Training

Completed the National Democratic Training Committee's "Budgeting and Financing" Training