

Contact

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

Top Skills

Team Leadership
SOP Development
Strategic Planning

Honors-Awards

Cook County Youth Service Medal of Honor

Matt Baca

Chief of Staff, Office of International Affairs, DOE
Washington, District of Columbia, United States

Summary

Driven professional with eight years of experience in organizational leadership, strategic planning, and operations. Pragmatic, tactful, and focused under pressure with proven success.

Experience

U.S. Department of Energy (DOE)

2 years

Chief of Staff, Office of International Affairs

March 2023 - Present (6 months)

Washington, District of Columbia, United States

Director of Scheduling and Advance

September 2021 - March 2023 (1 year 7 months)

VoteSafe

Executive Director

May 2020 - November 2020 (7 months)

- Spearheaded campaign strategy and tactics to impact target audiences
- Earned more than 300 press hits and 180 high-profile endorsements
- Administered a complex, multi-organizational budget of \$3.3 million

Pete for America

Director of Advance

April 2019 - March 2020 (1 year)

South Bend, Indiana, United States

- Led 50+ staff that executed "go everywhere, meet everyone" strategy
- Managed \$12 million budget and accurately forecasted future spends
- Redesigned traditional advance SOPs to optimize efficiency and talent

Freelance

Campaign Manager and Events Producer

February 2017 - April 2019 (2 years 3 months)

- Designed client budgets, strategies, and campaign plans

- Drafted talking points, public statements, and press releases
- Prepared principals for debates, interviews, and other appearances
- Developed principal and campaign calendars and oversaw execution
- Advised on communications, financial, and logistical plans
- Collaborated positively with client teams and other consultants
- Hired and managed staff and vendors to implement client objectives
- Conceptualized and produced live event experiences for crowds to 17k

Becky for Illinois

Campaign Manager

January 2018 - March 2018 (3 months)

Naperville, IL

- Strategized with consultants to build and execute campaign plan
- Maintained financial priorities and handled intricate cashflow
- Directed press, digital, finance, and field plan implementation

The White House

Press Lead

April 2016 - January 2017 (10 months)

Washington, District Of Columbia

- Orchestrated all press coverage opportunities and availabilities of a Presidential visit, domestically or internationally, by leading a dynamic team through planning and execution of each trip
- Oversaw numerous projects at each site the President appeared at throughout the duration of his visit, and acted as the primary point-person for troubleshooting press issues that arose
- Negotiated with foreign governments and international summit host committees to ensure mission success on issues ranging from security and threat analysis to freedom of the press
- Liaised with White House Communications and the National Security Council to accomplish messaging and policy goals while handling and protecting classified information
- Drafted, reviewed, and approved media advisories regarding the President's public schedule for distribution by the White House Press Office and was the primary contact for media inquiries

Freelance

Principal Advance and Events Contractor

January 2015 - April 2016 (1 year 4 months)

Clients Include: The Obama White House, U.S. State Department, DNC, Clinton Foundation, Bernie 2016

- Traveled in advance of high-profile principals to plan and execute public and private schedules
- Managed production vendors from RFPs to load out in compliance with union labor expectations
- Designed site visuals and directed stage programs for rally sites with crowds up to 17,000
- Produced and staffed principals at interviews, press conferences, tours, round-tables, and speeches
- Trained and managed teams ensuring efficiency of programmatic, press, crowd, and security plans

Adelstein Liston

Competitive Media Analyst

May 2014 - November 2014 (7 months)

Chicago

- Bought more than \$16 million in broadcast, cable, and radio time across the United States
- Tracked more than \$65 million in competitor and PAC spending and creative tactics
- Produced paid media plans of varying budgets in diverse markets to achieve client goals
- Hunted, analyzed, and advised account staff of race activity in real time to inform client strategy
- Drafted scripts, polling language, talking points, speeches, and debate prep materials

European Parliament

Stagiaire

September 2013 - December 2013 (4 months)

- Managed MEP schedule of committee meetings and other engagements across the continent
- Attended foreign affairs and party meetings on behalf of the MEP and briefed him on outcomes
- Responded to inquiries from other parliament and third party offices
- Worked efficiently in a diverse environment of peers from 28 countries with 24 official languages

Ketchum

Public and Corporate Affairs Fellow

June 2013 - August 2013 (3 months)

- Supported a diverse portfolio of client accounts from industries including government, healthcare, and technology
- Monitored daily media and legislative activity to assist teams with clients' regulatory and reputational opportunities and challenges
- Built and maintained strategic master media lists for the DC Media Team
- Conducted thorough research to assist teams with interview preparation and new business pitches
- Pitched national and online media to cover a new product launch for the Fellow's Project

DePaul University

1 year 11 months

Digital Support Specialist

January 2013 - June 2013 (6 months)

Chicago, IL

- Launched and grew social media presence for office to communicate with students and faculty
- Collected and analyzed social interaction data to determine social media best practices
- Predicted issues and questions based on external factors to tailor social media messaging
- Proactively influenced student behavior by communicating information prior to questions

Resident Advisor

August 2011 - June 2013 (1 year 11 months)

- Built and promoted a healthy community for residents to be academically and socially successful
- Provided advice to help residents adjust to college life and beyond
- Referred residents to campus resources beneficial to each unique individual by identifying their needs
- Planned and executed programs specific to the needs of the community
- Monitored the well-being of residents by performing rounds at times when residents are most at risk

Obama For America

Constituency Press Intern

October 2012 - November 2012 (2 months)

National Campaign Headquarters in Chicago, IL

- Monitored media outlets reaching specific, strategic campaign constituencies
- Composed end of day media briefings on each constituency for senior campaign staff
- Identified and connected with opinion leaders through extensive research and outreach
- Pitched media and invited reporters to conference calls with the President and other surrogates
- Arranged backgrounds and briefings for the President to utilize on conference calls
- Prepared Op-Ed articles to be reviewed by surrogates and published in national media outlets including Huffington Post and Seventeen Magazine (see below)

Education

DePaul University

Bachelor of Arts (B.A.), Public Relations and Advertising