

# Lucia Nuñez

## **Made to Save: the COVID-19 Vaccine Public Trust Campaign, Training Consultant, Remote March 2021 - April 2021**

- Managed the creation and approvals process of public-facing content like website copy, vaccine fact sheets, and training decks

## **Presidential Inaugural Committee, Deputy National Training Director, Remote/DC December 2020-January 2021**

- Developed Day of Service training materials such as slide decks, manuals, and videos for the Day of Service team, contributing to the largest Presidential Inaugural Committee's Day of Service participation in history, involving over 250,000 volunteers
- Developed and facilitated the National Equity in Service Workshops, which engaged 1600 volunteers

## **Biden Harris 2020 Coordinated Campaign, Deputy National Training Director, Remote/HQ July 2020-November 2020**

- Played an integral training program development and project management role, working with cross-functional stakeholders to develop content for the Distributed Organizing Program, which accounted for 40% of the coordinated campaign's voter contact and achieved 200 million voter contact attempts
- Created the Equity in Politics Training Program, a first-of-its-kind program that trained 2900+ volunteers in 11 live sessions covering Diversity, Equity, and Inclusion; Convened trainers with expertise in DEI and in Latinx, African American, and Disability Engagement; Managed sensitive materials creation and clearance processes
- Initiated and led the Training Corps Program, which recruited, trained, and vetted volunteers to facilitate virtual training sessions of up to 2500 volunteers, leading to a 95% decrease in staff time spent on onboarding trainings

## **Biden for President, Southeast Pod Deputy Organizing Director, Remote/Multiple States March 2020-June 2020**

- Led two Regional Organizing Directors and eight organizers in a virtual organizing structure that executed 186 virtual campaign events in TX, GA, SC, TN, AR, and OK; supervised event memo process for HQ Communications and Organizing clearance
- Selected by HQ staff to present a Virtual Organizing Training with Dr. Jill Biden with over 1000 RSVPs
- Represented Pod organizing leadership on video meetings with elected officials and party leaders

## **Biden for President, Deputy Organizing Director/Out of State Director, Las Vegas, Nevada June 2019-February 2020**

- Directed the Out of State volunteer program in Nevada which accounted for 90% of caucus GOTV shifts completed
- Managed three Regional Organizing Directors and two Organizers to coordinate logistics and direct volunteers to 6 staging locations; arranged lodging and transportation for 200+ individual volunteers
- Managed two Regional Organizing Directors and five Organizers in organizing Northern Nevada

## **Eric Johnson for Dallas Mayor, Field Director, Dallas, TX March 2019-June 2019**

- Managed a \$125,000 field budget; hired, trained, and directed a diverse staff that included an organizing and paid canvass team; 85% of organizing staff were people of color; program focused on neighborhoods with a majority people of color
- Led a team of one Organizer, three Phonebank and Canvass Shift Leads, and 40 Canvassers

## **California Democratic Party, Field Director in CA-10, Modesto, CA July 2018-November 2018**

- Directed a field program that reached historic field metrics and helped elect first-time candidate Rep. Josh Harder
- CA-10 has a 40% Latinx population and was a Red-to-Blue target after a Democrat lost by 3% in 2016; Rep. Josh Harder won by about 10,000 votes, or 4.6%
- Program made over 1 million voter contact attempts, registered 4083 voters, completed 9500 GOTV canvass shifts
- Recruited and managed 5 Field Organizers, a GOTV Director, and a Paid Canvass Director; opened 3 offices

## **California Democratic Party March Into '18, Organizing Director in CA-10, Modesto, CA November 2017-June 2018 Senior Regional Organizer in CA-10 February 2017-November 2017**

- Convened labor, advocacy, and grassroots activist groups to build a district-wide CA10 Progressive Coalition
- Weekly earned media events regularly drew 30-100 participants and 1-3 TV cameras; planned messaging with partner organizations, coached speakers, wrote press advisories, made reporter pitch calls, directed on-ground press
- Recruited, trained, and managed a team of 19 part-time paid canvassers to register voters in April and May 2018
- Recruited and managed seven interns to support the voter registration and canvass program
- Built volunteer list from scratch to over 5000 contacts; executed weekly canvass events with up to 200 volunteers

## **California Democratic Party, Field Organizer in CA-07, Sacramento, CA June 2016-November 2016**

- Grassroots organizer for the most competitive Congressional race with the largest field program in the country
- Worked to recruit and train ten interns and over sixty volunteers to canvass, phone bank, and register voters to execute Rep. Ami Bera's successful Frontline Congressional race;
- Organized turf with the largest Latinx population; initiated Latino to Latino phonebanks

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## **Brilliant Corners Research & Strategies, Research & Office Associate, Washington, DC** **December 2015-June 2016**

- Contributed to daily operations of a Black-owned polling firm specializing in the Black, minority, and youth electorate
- Analyzed crosstabs to determine demographic groups who over-index and under-index on survey responses
- Drafted client proposals and tweets on behalf of Cornell Belcher (company Principle)
- Managed schedule/logistics for Cornell Belcher including travel/focus group logistics and media appearances
- Formatted survey data into topline and PowerPoint presentations; proofread proposals, topline, questionnaires, results decks, moderator guides, Op Eds, and blog posts; produced invoices and ordered office supplies

## **New Partners Consulting, New Media Intern, Washington D.C.** **September 2015-November 2015**

- Moderated Facebook advertisements, composed tweets, emails and Facebook posts on behalf of clients, tracked advertisements on major news outlets
- Assisted Communications department with reporter pitch calls, background research, and press call quotes
- Observed candidate campaign focus groups; authored buzzword memo to plan new media strategy
- Drafted Facebook advertisements, tweets, and emails for candidate campaign

## **Essie Justice Group, Intern, San Francisco, CA** **October-December 2014**

- Compiled a background and talking points sheet about vision for Advisory Board by communicating with Executive Director to critically frame the organization's vision and values

## **Crossroads, Inc., Organic Gardening Program Lead Intern, Claremont, CA** **January-May 2013**

- Coordinated 10 volunteers (college students, community members, and formerly incarcerated women) and directed weekly gardening sessions at two local homes in Claremont to build community and critically engage diverse volunteers with food justice and incarceration issues and advocacy

## **Accountability Counsel, Undergraduate Intern, San Francisco, CA** **May-August 2014**

- Composed legal memos providing background information for environmental and human rights advocacy cases by summarizing longer technical reports and responding to attorneys' feedback
- Selected and organized photos and videos from a collection of thousands of files for a new promotional video
- Revised website errors, collated donor letters, updated brochure and video script

## **Scripps College, Mellon Undergraduate Research Fellow, Claremont, CA** **May-August 2013**

- Co-investigator with professor on case study research project: "Local Food Networks and the Power of Community"
- Managed contact list of over 100 people and communicated effectively with activists and officials in the local food network to plan and execute about 50 ethnographic interviews
- Composed preliminary paper and a senior thesis that defines local food networks and analyzes the ways in which they both subvert and perpetuate hierarchies of privilege
- Presented research orally to students, faculty, and families in Research Symposium and Family Weekend events; one of three students selected to speak at Scripps' Donor Appreciation Luncheon

## **Scripps College, Humanities Institute Junior Fellow, Claremont, CA** **September-December 2012**

- Faculty-nominated and selected to participate in interdisciplinary seminar "Social Media and Social Change: Negotiating Access, Control, and Unrest in the Information Age" taught by visiting leading scholars and industry professionals
- Produced research paper "From Compost to The Cloud: Linking Food Justice and Social Media Through the Lens of a Small Local Nonprofit" and photo project illustrating a local nonprofit's food justice community engagement projects

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## **Democratic National Training Committee, 2021 Trainer**

## **Scripps College, Bachelor of Arts, Environmental Analysis Policy Track, Hispanic Studies minor** **May 2015**

- **Sigma Delta Pi**, National Spanish Honor Society; **James E. Scripps Scholar**, half-tuition merit scholarship
- **Café Con Leche**, Board Member and Historian 2014-2015, Member 2011-2015
- **Environmentalists of Color, Organize!** (ECO), Co-president, 2014-2015
- **President's Advisory Council on Sustainability**, Student Representative, 2013-2015
- **Study Abroad:** Comparative Ecology & Conservation, School for International Training, Quito, Ecuador, Fall 2013