

# BILINGUAL, HIGHLY ACCOMPLISHED COMMUNICATIONS & PUBLIC AFFAIRS STRATEGIST

*Emotionally intelligent and collaborative thought leader with history of achieving business, political, and issue advocacy objectives through broadcast television, radio, print, and digital communications strategies.*

## Education

### B.A. Sociology & Ethnic Studies

University of California Riverside  
Riverside, CA, 2006

*UC Washington Center Internship, 2006*

*Studied abroad in Siena, Italy, 2004*

## Professional Development

### Environmental Leadership Program

Pacific Regional Network, 2020

### Certificate in Social Innovation

University of Southern California, 2018

### Mujeres de HACE Graduate

Hispanic Alliance for Career  
Enhancement (HACE), 2014

### Program Graduate

ForteMBA Launch for Women, 2013

### Women's Campaign School Graduate

Yale University, 2012

## Affiliations

### Board Member

Changeist, 2017 - Present

### Project Partner

Truman National. Security Project, 2010

### Fellow

New Leaders Council, Los Angeles  
Chapter, 2009

## Languages

English, Native  
Spanish, Native

## Qualifications Summary

- Public relations specialist able to create and implement innovative campaign roadmaps aimed at organizing, mobilizing, and driving action among diverse target audiences such as national minority organizations, business leaders, and legislators.
- Well-respected for producing effective, forward-thinking, measurable strategies with key performance indicators (KPI) to achieve specific goals related to business growth and favorable public policy outcomes.
- History of orchestrating Capitol Hill lobby visits and advancing organic community outreach through coordination with civic and community leaders at local, state, and federal levels.
- Political and issue advocacy expertise with success positively shaping external environment on behalf of corporate, trade association, and nonprofit clients.

## Career Experience

**MOZAIK MEDIA & COMMUNICATIONS INC.**, Los Angeles, CA

**6/2016 – Present**

### Senior Advisor – Communications & Public Affairs

Promote public policy, accelerate brand awareness, and achieve organizational objectives by designing and executing integrated public relations campaigns, forging branded media partnerships, and interacting with public officials on behalf of clients.

- Balance priorities across 10+ clients simultaneously, providing robust deliverables within demanding timelines.
- Skillfully optimize online / offline engagement strategies to influence audience segments, generating measurable results that further client objectives.
- Create engaging proposals, orchestrate strategic communications plans, and negotiate lucrative contracts.
- As Communications Advisor for a national Latino civic engagement and immigration advocacy organization, influenced 2017 midterm election outcomes by clarifying and succinctly conveying positions in English and Spanish.
- Boosted statewide emergency preparedness campaign on behalf of California Governor's Office of Emergency Services as Communications Lead.

**DEWEY SQUARE GROUP (a WPP Agency)**, Washington, DC

**1/2011 – 5/2016**

### Senior Associate

Through public affairs strategies, grassroots outreach, and coalition building, engaged key state and federal legislators as client advocate and captured favorable media coverage.

## DEWEY SQUARE GROUP CONT.

- Planned and executed 10+ national, regional, and corporate public relations / public affairs campaigns valued at ~\$5.5M total.
- Positioned clients as trusted community partners through proactive storytelling and increased positive media coverage.
- Motivated, trained, and guided 25+ subcontractors and 16 multi-state field teams to accomplish aggressive media KPIs supporting contentious telecom merger in a war-room environment over 1.5 years.
- Mobilized >30 grass-tops/grassroots leaders on multiple public policy advocacy campaigns encompassing broadband access, healthcare, consumer protection, environmental protection, and public lands advocacy.
- Spearheaded public relations for Centennial Initiative, a pioneering national public lands coalition of civil rights, environmental justice, and conservation groups striving to increase minority use and employment in national parks.

## REVOLUTION MESSAGING, Washington, DC Program Manager

8/2006 – 8/2010

Addressed day-to-day client needs to accelerate eight competitive U.S. Senate elections and three national advocacy campaigns with success increasing digital engagement through compelling digital media content supporting strategic social media campaigns.

- Generated 22% increase in public awareness and online engagement through impactful copy for digital ads, search engine optimization, and targeted text messages.
- Increased monthly visits to client websites by 15% on average through introduction of multifaceted digital strategies.

## Political & Government Experience

- **Traveling Press Secretary, U.S. Presidential Election (2019):** Secured 25+ broadcast media interviews surrounding nationally-televised presidential debate by leveraging relationships with national political media, regional embedded reporters, general market press, and Spanish-language / diversity media outlets throughout all battleground and early states.
- **Regional Field Director, U.S. Senate (2010):** Influenced 150+ small business owners and 20 congregations across two congressional districts to endorse candidates through meticulous planning, development of robust volunteer network, and persistent community outreach, primarily focusing on Latino community.
- **Field Representative, California State Senate (2008 – 2009):** As Lead Spokesperson, planned and executed 20+ community meetings and two town hall forums to elevate community awareness of local & state healthcare, naturalization, public safety, and college readiness policies / programs; liaised with 60+ public and private stakeholders to resolve constituent concerns.

## Technical Proficiencies

Microsoft Office Suite (Word, Excel, PowerPoint), Google applications, Slack, Zoom, Mac & PC, Cision, Meltwater, Coverage Book, WordPress, social media, online advertising, SEO optimization, and various CRMs.