

Patty Matos

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ACADEMIC PROFILE

University of North Carolina at Chapel Hill

2016 – 2019

B.A. with Highest Distinction

Media and Journalism - Public Relations

Social and Economic Justice minor

Notable courses:

International Media Studies: London

International Documentary Projects:

Uprooted (PR Coordinator)

Fashion Institute of Technology

2013 – 2015

A.A.S. Summa Cum Laude,

Accessories Design

HONORS & CERTIFICATES

Arena Academy 201: All Things Digital with ACRONYM (2020)

Best of Festival in Student Interactive Multimedia, 2020 Broadcast Education Association Festival of Media Arts (*Uprooted*, 2019)

Kappa Tau Alpha Honor Society member (2019)

F. Weston Fenhagen Scholarship (2018)

Phi Theta Kappa Honor Society member (2014)

PROFICIENCIES

Adobe CC Suite

HTML/CSS

VoteBuilder

ThruText

Action Network

MobilizeAmerica admin

Reach relational organizing

Content Strategy

Product Development

LANGUAGES

Spanish - native speaker

English - native speaker

French - conversational

EMPLOYMENT HISTORY

PA Democratic Party — Biden for President

Deputy Digital Director • May 2020 – November 2020

- Collaborated with field and data teams to develop and establish the Back to Blue coordinated campaign's digital organizing infrastructure in the midst of the COVID-19 pandemic

- Oversaw campaign digital organizing tools, social channels, and content operations

- Hired and managed an in-state digital organizing team of six associates to execute a statewide distributed organizing program with 19,000+ shifts completed by 6,500 unique volunteers and 18,000,000+ P2P text attempts

- Won Pennsylvania's 20 electoral votes by a margin greater than the 2016 GOP win and effectively delivered the presidency for the Biden-Harris ticket

Warren for President

2019 – 2020

Illinois Field Organizer • February 2020 – March 2020

Iowa Field Organizer • June 2019 – February 2020

- Prospected and confirmed 23 precinct caucus captains and team members

- Trained volunteers on digital organizing tools including Reach, ThruText, and VoteBuilder

- Recruited 900+ volunteer action shifts, made 14,500+ recruitment calls and canvassed 4,000+ caucus-goers

- Created and managed a statewide Google Drive of organizer-generated resources and best practices for field organizers

The Meantime Coffee Co.

2016 – 2019

Project Manager • March 2018 – January 2019

Coordinated special projects in marketing and operations, including an expansion project in collaboration with the Department of Computer Science at UNC - Chapel Hill

Chief Marketing Officer • January 2017 – August 2018

- Oversaw the creation and execution of all branding, marketing, PR, and social media operations, leading a team of three student employees

- Created foundational documents for brand communications, including a comprehensive branding and identity guide, annual marketing plans, and internal communications standards

Barista • September 2016 – May 2019

The Society Management

Media Intern • June 2014 – May 2015

- Implemented a cross-platform digital calendar for Twitter, Instagram, Facebook, Tumblr, and the agency website, creating and posting content including backstage photography and show coverage during New York Fashion Week featured in Vogue.com

- Conducted social media trend and performance research for internal use

The Cab Day

Co-Founder • 2011 – 2014

- Created and implemented a grassroots marketing and social media plan, including fan meetups in six major cities, which garnered 1m+ organic Twitter impressions from fans in 30+ countries and gained organic national press coverage including a feature segment on CBS' "The Insider"

- Directed and managed merchandising efforts and project budget

Pattycakes

Owner and Designer • 2010 – 2013

Designed and created accessories for girls and young women, with customers in 20+ countries