

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

Fashion Institute of Technology

2013 – 2015

A.A.S. Summa Cum Laude

Accessories Design

HONORS & CERTIFICATES

DNC Campaign Readiness Project: Distributed
Leadership Bootcamp (2021)

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)

PROFICIENCIES

Adobe CC Suite

HTML/CSS

VoteBuilder

P2P SMS - ThruText, Spoke

Email - MailChimp, Action Network, NGP 8

Relational Organizing - Reach, Impactive
(formerly OutVote)

MobilizeAmerica admin

Content Strategy

Project Management

LANGUAGES

Spanish • native speaker

English • native speaker

French • conversational

EMPLOYMENT HISTORY

PA Democratic Party

Digital Organizing Director • March 2021 – present

- Establish the party's first statewide evergreen digital and distributed organizing program and develop early strategic plans for the 2022 midterms in collaboration with the DNC

- Plan and execute various digital, communications, and design projects

PA Democratic Party — Biden for President

Deputy Digital Director • May 2020 – November 2020

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

- Oversaw 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 18,000,000+ P2P text attempts, 19,000+ shifts completed, and 6,500 unique volunteers

- Cinched the presidency for the Biden-Harris ticket by a 1.17% margin

Warren for President

Field Organizer, Iowa & Illinois • June 2019 – March 2020

- Prospected and confirmed 23 precinct caucus captains and team members

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

- Recruited 1,150+ 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

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

- Established foundational communications standards, including a comprehensive branding and identity guide and annual marketing plans

Barista • September 2016 – May 2019

The Society Management

Media Intern • June 2014 – May 2015

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

The Cab Day

Co-Founder • 2011 – 2014

Organized and executed four annual fan celebrations for pop punk band The Cab, garnering 1m+ organic Twitter impressions from fans in 30+ countries and earned national media coverage