

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

WordPress

Email Marketing - MailChimp,
Action Network, NGP 8

VoteBuilder

P2P SMS - ThruText, Spoke

Relational Organizing - Reach, Impactive (formerly OutVote)

Mobilize.us admin

Content Strategy

Project Management

LANGUAGES

Spanish • native speaker

English • native speaker

French • conversational

EMPLOYMENT HISTORY

PA Democratic Party

Deputy Organizing Director, Digital & Distributed • August 2021 – present

- Drive the overall strategy and vision for the 2022 coordinated campaign's statewide phones and texts programs, designing a virtual volunteer training program curriculum in collaboration with the DNC

- Hire and manage a team of three distributed organizers and a distributed regional organizing director to execute all digital and distributed organizing operations

Digital Organizer • March 2021 – August 2021

- Established the party's first statewide evergreen digital and distributed organizing program in collaboration with county Democratic committees and table partners

- Planned and executed 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