

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

Predictive Dialer - Hubdialer, Scale to Win Dialer

Relational Organizing - Rally, Reach, Impactive (formerly OutVote)

Mobilize.us admin

Content Strategy

Client & Project Management

Political Surrogate Management

Campaign Branding & Messaging

LANGUAGES

Spanish • native speaker

English • native speaker

French • conversational

EMPLOYMENT HISTORY

Relentless

Digital Organizing Director • September 2023 – December 2023 • Remote

- Planned and executed digital organizing strategies leveraging social media and digital organizing tools to creatively bring participants into paid relational organizing programs

- Wrote and approved peer-to-peer texting scripts, emails, and training materials

- Managed relationships with various statewide electoral and non-profit clients

PA Democratic Party

2020 – 2022 • Remote/Philadelphia, PA

Digital, Distributed, and Out of State Director • March 2022 – November 2022

Deputy Organizing Director, Digital & Distributed • August 2021 – March 2022

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

- Hired and managed a team of seven distributed organizers and a distributed deputy organizing director to execute a virtual voter contact program that sent 8m+ P2P text messages, made 3.4m+ dials over the final 9 weeks of the election cycle, and imported significant out of state door-knocking capacity

- Delivered historic and decisive wins for Governor Josh Shapiro (56.3%, 3m+ votes); US Senator John Fetterman (51.1%, 2.7m+ votes); and DCCC frontline candidates in PA-07, PA-08, and PA-17; and flipped control of the PA House for the first time in 12 years

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

Deputy Digital Director, Biden for President • 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

- Oversaw digital organizing tools, social channels, and digital 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% vote margin

Warren for President

Field Organizer • June 2019 – March 2020 • Cedar Rapids, IA & Chicago, IL

- Prospected and confirmed 23 precinct caucus captains and team members

- Trained volunteers on 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 • Chapel Hill, NC

Senior Project Manager • March 2018 – January 2019

Chief Marketing Officer • January 2017 – August 2018

Barista • September 2016 – May 2019

The Society Management – Elite World network

Media Intern • June 2014 – May 2015 • New York, NY