

# Kevin Lima

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## PROFESSIONAL EXPERIENCE

### Democratic National Committee (DNC)

*National Youth Political and Organizing Director*

**Washington, DC**

*Jan 2020 - Present*

- In partnership with Biden for President, engaged, trained, and mobilized over 10,000 next gen leaders, campus chapters, and students across Battleground States for GOTV, which contributed to the higher youth voter turnout than 2016
- Partnered and collaborated with over 50 national youth executive directors and elected officials (pursuing intersectional opportunities that helped meet our vision and objectives) to build events, meetings and other activities that offer meaningful representation of youth communities and the opportunity for those youth communities to build power by participating in electoral efforts
- Accountable for establishing and supervising the Florida Fellowship Program the last month of the 2020 election that consisted of 52 fellows who lead canvassing efforts in key Florida cities
- Responsible for planning, staffing, and executing high visibility national conferences and events (Ex. 2020 DNC Convention, DNC Debates, DNC Youth Convention) including venue selection, contract negotiation, surrogate management, budgeting, and room block management
- Created content amplifying Biden's agenda for youth communities and produced issue panels for the 2020 DNC Convention Youth Council live stream programming drawing a 10,000+ record attendance
- Oversaw the College Democrats of America national executive board, 47 state federations leaders, 500 individual chapters, and managed the DNC's investment of over \$100,000 for College Democrats of America-related activities and conventions
- At the start of the Presidential Primary process we leveraged enthusiasm around the Presidential debates as organizing moments via 12 youth forums and events engaging 10 partners and 1,600 youth leaders in 7 states
- Managed external and internal communication strategies across state parties for Gen Z and Millennial outreach through social media, digital campaigns, and campaign surrogates
- Collaborated with national and state policy makers by analyzing youth voter data, writing memos and providing rapid response to legislators' questions about the youth vote
- Personally led monthly meetings with executive leadership to identify opportunities for improvement, establish milestones, and tailor events to specific needs for the organization

*National Youth Political and Organizing Manager*

*May 2019 - Jan 2020*

- Served as the DNC Liaison of Organizing Corps 2020, a multi-million dollar program to recruit, train and compensate 1,000 new organizers in eight battleground states—Arizona, Florida, Georgia, Michigan, Minnesota, North Carolina, Pennsylvania, and Wisconsin—to work on the 2020 general election and place them as field organizers
- Was selected as an instructor during the eight-week, on-the-ground training program of the Organizing Corps, and taught students about organizing and campaign skills such as voter registration, data analysis, and digital organizing
- Wrote a monthly youth related newsletter from the DNC to an audience of over 5000 readers from the fifty states, five territories, and Democrats living abroad
- Established the Chair's Youth Brain Trust of confidential advisors (grew from 12-20) consisting of youth policy, campaign, messaging and polling strategists that served as a sounding board and rapid response validators
- Attained over \$500,000 funding through the State Party Innovation Fund (SPIF), a competitive grant program that incentivizes innovation with a specific focus on engaging millennials, to hire youth directors and staff in key battleground states
- Grew the DNC's voter database of NGP8, from 2,500 key youth leaders to over 4,000 leaders
- Expanded outreach into State Youth Caucus networks in: CA, AZ, CO, NE, IA, ND, NC, SC, OH, TX, GA, FL, PA, MI, WI, NJ, and Democrats Abroad
- Identified 167 students as rapid response surrogates in leadup to the 2020 election

*National Youth Campus Manager*

*Jun 2018 - May 2019*

- Co-lead and expanded the DNC's "New Blue Crew" initiative to connect youth organizers to national organizations and state parties through a 23-state tour across 40 college campuses during the 2018 midterms to boost youth turnout
- In partnership with College Democrats of America, Young Democrats of America, and the High School Democrats of America, the DNC worked closely with coordinated campaigns across the country to support youth engagement on campuses
- On National Voter Registration Day, supported the DNC's voter registration initiative on more than 150 campuses distributing more than 125 organizing toolkits to squad captains and volunteers across the country
- Recruited nearly 400 "New Blue Crew" squad captains across 33 states across the country in preparation for the 2018 midterms
- Assisted with the planning, staffing, and execution of DNC donor events targeted specifically to young professionals in several states

### NextGen America

*California Organizing Director*

**San Francisco, CA**

*Dec 2017 - Jun 2018*

- Managed day to day operations of all NextGen California managers and developed youth organizing goal metrics across CA colleges and universities that helped increase youth turnout in CA from just 8 percent to 27.5 percent during 2018 midterms
- Oversaw the recruitment, hiring, on-boarding, and management of 4 regional managers, 15 organizers, and 48 fellows in the state of California
- Fostered a teamwork environment conducive to positive dialogue across the organization to retain over 85% of staff where high turnover is the norm
- Partnered with the NextGen State Director in optimal utilization of a \$500,000 budget allocated for the entire state
- Drafted strategy and analytical reports every week for the leadership team based on analysis and interpretations of campaign feedback

- Accountable for establishing and supervising the first California NextGen America Fellowship Program that consisted of 4 managers and 48 fellows across 23 college campuses
- Responsible for identifying and hiring 48 fellows in a two month span
- Met and exceeded our primary goal of engaging and registering college students in the first semester of the program by 212% amounting to over 2,500 new voters and over 6,500 pledges to vote
- Developed organizing curriculum and training modules for fellows on a weekly basis to grow them into NextGen community organizers
- Coordinated and supervised the fellows to to exceed weekly voter contact goals using phone banking, door to door canvassing, and volunteer recruitment to support local campaigns
- Assisted the NextGen State Director in optimal utilization of the budget allocated for the fellowship program

**California Charter School Association (CCSA)**

Field Organizer

Los Angeles, CA  
Dec 2016- Jun 2017

- Oversaw coordination and implementation of current School Board Members Monica Garcia and Kelly Gomez's electoral campaign operations, in conjunction with CCSA's mission
- Identified, trained and developed parents and students as charter leaders in order to build parent-driven teams that collaborated with local, state, and national politics
- Prepared over 20 leaders to hold public forums, press events, and interact with state legislators and local school board members
- Planned and directed a march of over 1,000 charter family members and school staff through the streets of downtown Los Angeles to demand the protection of charter schools
- Held over 20 phone banks and canvassing events with over 50 volunteers in leadup to the school board election
- Led a voter contact program of 10+ bi-lingual latino volunteers which produced over 25,000 calls to latino voters in both school districts

**Nevada State Democratic Party**

Field Organizer

Las Vegas, NV  
May 2016- Nov 2016

- Executed the field plan in Nevada's Assembly District 10 by turning out the youth and latino vote to help elect the first latina Senator in history
- Supervised and recruited over 150 volunteers, 19 volunteer leaders, and 3 interns
- Managed voter registration, absentee, early voting and voter contact programs such as phone banks and canvasses (volunteer and paid)
- Collaborated closely with community leaders and organizations, local schools, and small businesses to register new voters and build voter awareness
- Oversaw data collection and entry into the NGP VAN database on a daily basis
- Maintained knowledge of campaign territory, voter interests, and other best practices using the NGP VAN data and targeted messaging to inform voters and prompt their registration and turnout

**Los Angeles Latino Chamber of Commerce**

Executive Assistant/Event Coordinator

Los Angeles, CA  
May 2015- Aug 2015

- Provided administrative and business support to the CEO of LALCC and other members of the Board of Directors
- Distributed daily announcements to over 3,000 businesses in the Los Angeles County
- Organized and coordinated the 6th Annual LALCC Anniversary Reception with over 800 attendees
- Operated with state and local policy makers by analyzing latino small business data and providing memos about the current state of affairs in the latino small business community of Los Angeles

## EDUCATION

**The Pennsylvania State University**

Bachelor of Arts, Political Science  
Class of 2016

State College, PA

- Minor: Economics