

# JESSICA MEJIA

(b)(6)

## PROFESSIONAL SKILLS

- Specializes in political strategy, strategic communications, community outreach, and government relations
- Proven success at crafting and executing city, state, and federal political and community outreach campaigns
- Possess an expert familiarity in building and maintaining relationships with key stakeholders including elected and government officials, community leaders, party officials, non-profit organizations, and allied groups
- Fluent in Spanish

## PROFESSIONAL EXPERIENCE

### **Biden for President**

**Los Angeles, CA and Phoenix, AZ**

#### ***Arizona State Director***

**June 2020-Nov 2020**

- Led a top-tier battleground state campaign team, developed and successfully executed statewide strategy that flipped Arizona to blue from red for the first time since 1996. Hired and supervised more than 200 staffers across department teams and managed multi-million dollar state budget
- Worked with pollsters and paid media consultants to develop a paid and earned media strategy to generate local coverage, drive up persuasion messaging, and encourage voters to vote early. Identified and engaged over 200 individuals with diverse backgrounds and compelling stories to feature in paid advertising
- Managed teams executing organizing, digital organizing, political, communications, and coalitions programs to engage and turnout a broad and diverse electorate crucial to turning Arizona blue including the Democratic base, Republicans, and Independents. Oversaw programs that heavily invested and targeted getting out Latino, Native Americans, African Americans, and Asian American and Pacific Islander voters. Developed a small business outreach plan that included recruiting over 100 local small business leaders to publicly endorse the Biden-Harris ticket and take action to mobilize their networks
- Provided strategic counsel to the campaign's national policy team to tailor the Biden-Harris issue priorities specific to Arizona
- Communicated Joe Biden's policy priorities to elected officials, community leaders, allied groups, and the media. Held stakeholder briefings, quoted in state and national outlets, and participated in on-camera interviews

#### ***Regional States Director***

**March 2020-June 2020**

- Managed state pod directors overseeing 60 staffers, strategy, and programming in 23 states. Motivated the state teams to be innovative to campaign during a pandemic. Worked with state leads to create and execute state specific plans to deepen the campaign's relationship with supporters and targeted demographic groups. Shifted from in-person voter contact to community-building virtual outreach by calling voters to do wellness checks, zoom calls focusing on issues specific to each state, and virtual principal travel by Joe Biden, Dr. Jill Biden, and other key surrogates

#### ***California State Director***

**October 2019-March 2020**

- Created and directed a statewide strategy and messaging plan for a Super Tuesday state that incorporated political, earned media, grasstop and grassroots outreach, and voter contact. Secured endorsements from elected officials and community leaders
- Created and managed a diverse leadership council that included key stakeholders. The leadership council helped secure additional endorsements, hosted events to get earned media and help gain support for Joe Biden in targeted areas, and organized their networks to recruit volunteers to get out the vote in early states and in California
- Communicated Joe Biden's policy priorities to elected officials, community leaders, allied groups, and the media. Worked with the national policy team to create issue priorities and talking points specific to California
- Planned and executed all travel and events for Joe Biden and Dr. Jill Biden

### **EMILY's List**

**Los Angeles, CA**

#### ***Western Region Director, State and Local Campaigns***

**May 2017-October 2019**

- Responsible for recruiting, training, and advising women candidates run for office at the State and Local level
- Worked with candidates and consultants on all areas of the campaign strategy including creating a budget and fundraising plan, communications, and paid media

### **Hillary for America**

**Brooklyn, NY**

#### ***Western Region Political Director and National Regional States Director***

**April 2015-November 2016**

- Served as liaison to city and state elected officials and members of Congress for 13 states and the U.S territories during the primary presidential election
- Secured endorsements, created and implemented engagement strategy for elected officials, community leaders, and volunteers
- Provided strategic direction, oversight, and support for organizing programs

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## Ready for Hillary

### *Western Region Organizing Director*

- Engaged elected officials, community leaders, party leaders, and volunteers in innovative political outreach
- Built collaborative groups to support and encourage Hillary Clinton to run for president

Los Angeles, CA  
April 2014-April 2015

## StudentsFirst

### *Independent Expenditures Campaign Manager*

- Responsible for targeting, creating, and executing independent expenditure campaigns in 18 states for candidates identified as supportive of StudentsFirst's policy agenda
- Managed multi-million dollar budget and supervised consultants

Los Angeles, CA  
April 2013-November 2014

## Anthony Rendon for Assembly

### *Campaign Manager*

- Developed campaign, messaging, and policy strategy. Drafted candidate statements and prepared the candidate for media and public appearances
- Developed and executed fundraising plan that raised over \$600,000, supervised 20 campaign staff and organizers
- Secured endorsements and managed outreach efforts to elected officials, community leaders, and allied groups

Lynwood, CA  
January 2012-November 2012

## Independent Consultant

### *Consultant on Targeted Field Operations*

- Served as consultant to Jimmy Gomez for Assembly and Tom Daly for Assembly campaigns; created and implemented field strategy. Supervised 120 canvassers and volunteers

Los Angeles and Santa Ana, CA  
January 2012-July 2012

## GroundWorks Campaigns

### *Deputy Campaign Manager*

- Managed two field offices of the California Democratic Party "Operations Game Changer" program, a \$1 million targeted campaign to sign up permanent vote-by-mail sporadic Democratic voters in Los Angeles County

Los Angeles, CA  
June 2011-October 2011

## Luis Sanchez for School Board

### *Campaign Manager*

- Created and executed overall campaign and field strategy, helped build key coalitions, secured endorsements, and developed and directed targeted outreach to key stakeholders. Managed 15 campaign staff and canvassers

Los Angeles, CA  
January 2011-May 2011

## Committee to Re-Elect Loretta Sanchez

### *Campaign Manager*

- Created, directed and executed overall campaign and outreach strategy. Supervised 200 staff and volunteers, managed phonebank and canvass program that made over 50,000 contacts

Santa Ana, CA  
June 2010-December 2010

## Ricardo Lara for Assembly

### *Deputy Campaign Manager*

- Oversaw day-to-day field operations and managed over 30 campaign staff, phonebankers, and canvassers

South Gate, CA  
March 2010-June 2010

## Judy Chu for Congress

### *Field Director*

- Developed and implemented overall field and GOTV strategy. Managed field department including all specifics of field activity and voter contact in 4 targeted programs including AAPI, Latino, early vote, and an absentee ballot chase program

Monterey Park, CA  
March 2009-June 2009

## California Democratic Party

### *Get Out the Vote Director*

- Developed and implemented overall GOTV strategy and managed day-to-day operations of 15 field offices

Los Angeles, CA  
October 2008-December 2008

## Democratic National Convention Committee

### *Deputy Director of Political Affairs*

- Served as liaison to Colorado elected officials and allied groups. Oversaw Convention Captains program which utilized community leaders to organize convention-related activities in all 64 counties in Colorado

Denver, CO  
May 2008-September 2008

## Hillary Clinton for President

### *Colorado Field Director and Washington Field Director*

- Oversaw Colorado field department and all elements of field activity and voter contact. Managed field operation in Washington State for county and house district conventions

Denver, CO and Seattle, WA  
December 2007-April 2008