

Leslie Aguilar

Los Angeles, CA ^{(b) (6)}

Work Experience

Dr. B (Los Angeles, CA)

Los Angeles City Director

May 2021 - Present

- Promoted to lead a city-specific campaign and strategize three innovative COVID-19 vaccine equity programs that would aim to combat vaccine hesitancy and barriers to access in a city of nearly 4 million individuals.
- Researched the vaccine landscape by finding reputable organizations active in the vaccine equity space and completing email outreach to connect for informational interviews, keeping up to date on relevant news developments, and signing up for newsletters and email updates from county health departments and health journalists.
- Developed a program writing rubric detailing the main elements of each plan, including relevant precedence and qualitative and quantitative metrics for success, and worked backward to identify target deadlines.
- Created programs that would mediate virtual discussions among community stakeholders, curate community resources, and create a free digital community toolkit in Spanish and English.

Regional Community Outreach Director for California & Nevada

Mar. 2021 - May 2021

- Wrote and implemented a community engagement strategy for two states that led to the highest number of COVID vaccine provider sign-ups and the second-highest number of doses accepted in the nation by Dr. B patients to date.
- Created a planning document for myself and fellows that detailed weekly goals and outreach targets in order of priority and provided for reflection on past successes and struggles, which was regularly updated to match the evolving vaccine landscape.
- Collaborated with community-based organizations and vaccination companies to increase patient sign-ups in diverse communities by creating outreach guides and informational decks and managing a team of three outreach fellows.

Colorado Democratic Party (Denver, CO)

Regional Field Director

Jul. 2020 - Nov. 2020

- Hired and managed the campaign's largest team consisting of 12 Field Organizers, a Deputy Regional Field Director, and 13 fellows in a high-pressure region with the highest volunteer recruitment metrics in the state.
- Developed organizational structures and systems to keep the team on track, including twice-daily emails, midday check-in meetings, weekly one-on-ones, virtual office hours, and debriefs on progress to goal.
- Coached team to lead a virtual discussion on the climate crisis, which addressed community concerns while sharing candidate policy proposals to garner support, volunteers, and a shared sense of purpose.
- Prepared team to staff virtual events with principals by ensuring Organizers compiled background information, prepared an introductory speech, and were aware of event logistics such as links and time of arrival for principals.
- Led team to exceed goals with over 2,600 volunteer shifts (most in the state) in the campaign's final four days.
- Retained 1,300 volunteers who regularly returned to events and became proficient in voter contact, which resulted in conversations that increased voters' likely turnout by 45% over those without direct voter contact from our team.
- Co-developed the campaign's Fellowship Program by writing the job description and defining voter contact metrics.

Texas Democratic Party (San Antonio, TX)

Regional Organizing Director

Mar. 2020 - Jul. 2020

- Managed a team of Field Organizers across 68 rural and metropolitan counties and coached the team to navigate and leverage sensitive county party relationships to hit goals and recruit first-time, Spanish-speaking volunteers.
- Spearheaded innovative digital and relational organizing techniques to coach the team on conducting virtual voter contact events in a pandemic, which contributed to the largest statewide virtual voter registration training at the time.
- Developed metric-tracking documents, including a spreadsheet detailing each day's progress to goal and weekly reflection questions to ensure the team was on track to hit goals.
- Created and presented trainings on topics including persuasive language and storytelling, including leveraging community-specific issues such as the impact of the climate crisis on desert areas to build strong relationships.

- Conducted weekly meetings with Organizers and honed emotional management skills by discussing the impact of COVID-19 on volunteers and strategizing best practices for working from home.

Kamala Harris for the People (Las Vegas, NV)
Field Organizer

Jul. 2019 - Dec. 2019

- Recruited and trained volunteers across 71 precincts in a majority Latinx and historically low-engagement area resulting in the highest number of recruitment calls, shifts scheduled, and recurring volunteers across the team.
- Staffed various large and small-scale principal events such as dinners and community events and gave the field pitch introducing a principal at a major function before a crowd of around 300 voters and volunteers.
- Founded and managed *Mujeres Para Kamala*, a constituency group co-led by three volunteers that mobilized Latina leadership and served the statewide political program aimed at engaging Latinx community leaders and volunteers.
- Led canvass trainings that focused on building strong relationships for the out-of-state volunteer program.
- Leveraged my personal story around key issues, including climate change to persuade voters in person and over the phone to support the candidate and develop trust towards the campaign.

Brookings Institution (Washington, D.C.)
Research Intern

Sep. 2018 - Dec. 2018

- Managed and grew an 800+ candidate database that involved researching and tracking key endorsements and constituency-specific voter turnout by creating action plans with deadlines for deliverables.
- Collected data that served as the foundation to one of the most-read [blog posts](#) of the 2018 election media coverage.
- Pitched a weekly memo-writing campaign that identified and summarized relevant policy developments in immigration and other topics of interest. The memos were adopted by successive interns.

BlackFem, Inc. (Berkeley, CA)
Managing Director of Marketing
Marketing Fellow

Aug. 2017 - Jan. 2018

Jan. 2017 - Aug. 2017

- Built social media presence by researching and learning non-profit social media techniques, evaluating comparable organizations' online presence, identifying target audiences, and honing messaging strategy.
- Increasing post output by 75% across Twitter, Facebook, and Instagram.
- Developed and launched innovative online fundraising campaigns and wrote email newsletters and blog posts.

Education

University of California, Berkeley — *Bachelor of Arts, Political Science* (High Distinction)

May 2019

Skills

- Languages: Native Spanish proficiency with written and verbal translation experience.
- Digital: Expert in Microsoft Office, G Suite, NGP VAN, ThruTalk, ThruText, and Hustle.