

# Demetrius Moreno

## **United Breast Cancer Breast Foundation 2024**

*Fundraising Director/Fort Worth*

- Outreach and face-to-face interaction with clients
- Oversaw and trained new employees
- Meet fundraising goals
- Educated and spoke with the public on breast cancer awareness
- Trained and grew a base for UBCF
- Handle day-to-day operations of fundraising

## **New Mexico Campaign Research 2022**

*Independent New Mexico Research*

- Track and log the political climate in New Mexico during the 2022 election season
- Attended County Party meetings throughout New Mexico
- Conducted research to stay up-to-date with current social media trends
- Maintained and updated voter database ensuring accurate and up-to-date information
- Research, state and local issues regarding voters of New Mexico
- Conducted post-election analysis to evaluate the effectiveness of the campaign's voter outreach efforts
- Conducted research studies on voting behaviors and preferences

## **Yvette Herrell for Congress 2020**

*Campaign Manager*

- Handle day-to-day operations of the campaign including devising a campaign strategy
- Responsible for developing and executing a successful campaign plan
- Developed messaging and communication strategies, coordinating campaign events and appearances
- Responded for inquiries from media and potential supporters
- Organized travel itineraries
- Managed and worked closely with volunteers and other staff members to ensure that the candidate's message is effectively communicated to voters and that the campaign ran smoothly
- Highlighted issues that were most important to the audience, and explain how the candidate's position aligned with her priorities
- Manage the candidate's public or fundraising appearances, interviews and other aspects of the candidate's schedule
- Advise candidate on priorities for campaign activities and progress of the campaign

## **State of Texas**

### **Texas General Land Office (GLO/VLB) 2014 - 2020**

*South Texas - Government Relations, VLB Marketing and Outreach Director South Texas*

- Maintain relationships with government officials and civic bodies throughout the state
- Engaged and informed on relevant legislation issues, and its ability to effectively advocate for the GLO
- Supported efforts to track, follow and record legislation through the Government Relations division
- Monitored state legislation activity related to the GLO on key developments and potential impacts on the organization and its programs
- Established goals, metrics and reporting for monitoring and measuring success of marketing and communications initiatives for the GLO
- Assist The Alfredo Gonzalez Veterans Home with marketing and outreach
- Create relationships with the veteran population of South Texas and provided veterans with information on land, home and home improvement loans along with long-term homecare and cemetery care
- Attend government relation meetings with South Texas County officials
- Organized radio interviews and media interviews to increase public awareness and understanding of the GLO/VLB's mission and services

- Collaborated with TV and print outlets to advocate GLO/VLB's programs
- Collaboratively partnered with veteran organizations, as well as state and local governments, to advance the outreach of GLO/VLB initiatives through various events held within South Texas and statewide levels
- Organize, set up, synchronize and carry out meetings, workshops, and events. This includes aligning schedules with coworkers and external associates, creating participant-focused agendas, preparing materials for the meeting, fostering a welcoming environment, arranging for food, and handling other logistical aspects.
- Organized travel itineraries

### **Texas Young Republican Federation (TYRF) 2018 - 2020**

*State Hispanic Liaison (2018) Board Member (2019)/State Director of Outreach (2019-2020)*

- Attending board meetings as a Board Member, Texas State Director and Texas State Hispanic Liaison to provide opportunities to discuss important issues, decisions, and insure that my positions were running efficiently and benefiting TYRF
- Developed and maintained relationship with local community organizations, government officials, and other stakeholders to promote TYRF's initiatives
- Represented TYFR as a Board Member, State Director of Outreach and Hispanic Liaison to promote conservative values and engaging with communities through public speaking, event planning and social media management
- Supervised the development and execution of TYFR and all advocacy campaigns and communication priorities throughout Texas
- Traveled the state attending county republican party meetings and providing information regarding state issues
- Oversaw all Texas Outreach and identify the key communities that the party needed to reach out to, such as Hispanic, Asian American, African American and all other gender and communities
- Developed outreach strategies that are tailor to each communities needs and preferences, including language-specific materials, targeted social media campaigns, and community events
- Coordinated with community leaders and organizations to build relationships and gain their support for the party's platform
- Recruited Outreach Liaisons throughout the state and provided resources to help stakeholders stay informed about state issues

### **Republican National Committee (RNC), Trump for President Pennsylvania 2016**

*Pennsylvania Director*

- Oversaw Get Out The Vote (GOTV) effort in Philadelphia, PA and Pittsburgh, PA
- Hired and managed teams in key areas of the state for GOTV
- Trained and guided engagement teams into key locations where teams could interact with potential supporters throughout the state
- Developed a schedule for teams to engage with voters in key areas of the state
- Set specific targets and goals for the team to achieve number of voters contacted, number of voters registered and number of voters committed to voting on election day
- Managed relationships with government officials, civic bodies, research agencies, county parties, and grassroots leaders
- Monitored and logged the political environment throughout the region

### **Republican Party of Texas (RPT) 2016**

*Texas Engagement Director*

- Supervised the comprehensive Texas outreach program, encompassing the Hispanic, Asian American, and African American communities
- Accountable for the supervision of the Texas Engagement Team at a statewide level and demonstrated strong leadership skills by providing effective guidance and support for staff development
- Developed a timeline and schedule to ensure the Outreach Team tasks are completed on time
- Formulated strategic plans for public relations with aim of promoting the Republican Party of Texas
- Assist state leaders in the development of comprehensive political plans that engage community members in electoral process including voter education, GOTV, and campaign issues
- Developed and implemented campaign strategies, coordinated with campaign staff, and arranged meetings to promote Texas candidates
- Identify opportunities for civic engagement activity that supports RPT's vision
- Provide strategic advice to team members on program development including targeting, electoral, and outreach opportunities
- Managed relationships with government officials, civic bodies, research agencies, county parties, and grassroots leaders
- Implement communication across multiple campaigns, including grassroots outreach, social media
- Development and implemented support of all campaigns and communications throughout Texas

### **George P. Bush Campaign 2014**

#### *South Texas Outreach Director*

- Responsible for overseeing South Texas development and implementing the campaign strategy
- Established clear channels of communication with campaign staff to ensure everyone is on the same page
- Assist Campaign Director in the development of comprehensive political plans that engage community members in electoral process including voter education, GOTV, and issue campaigns;
- Provide strategic advice to team members on program development including targeting, electoral, and outreach opportunities during weekly meetings
- Managed relationships with government officials, civic bodies, county parties, and grassroots leaders
- Implemented campaign strategies, coordinated with campaign staff, and arranged meetings to promote the candidate
- Organized South Texas tours and events to promote the campaign
- Spoke at events on behalf of the candidate and focused on highlighting their vision and qualifications

### **The LIBRE Initiative 2012 - 2014**

#### *New Mexico State Director*

- Manage and developed statewide outreach strategy, long term and short-term goals, to achieve the organization's goals
- Manage relationships with Hispanic Leaders, conservative grassroots leaders, and organizations throughout the state
- Manage relationships with media outlets throughout the state in collaboration with the organization's communications team
- Manage, develop and implement special event strategies to reach outcome goals
- Manage the State's portfolio of youth, faith-based, entrepreneur, and women's national outreach director accounts to implement program of work and reach outcome goals
- Recruit, train, and manage volunteers around engagement opportunities that support and advance outcome priorities
- Report activities to the operations office on a consistent basis
- Collaborate with organization's key regional and national staff, along with surrogates, to identify relevant local and national issues important to the U.S. Hispanic community and affinity groups across the state to create effective messaging for the organization's target audience.
- Implemented local, self-sustaining chapters in New Mexico
- Responsible for developing a statewide database of strategic Hispanic contacts

### **New Mexico Republican Party (NMRP) 2012**

#### *Political Advisor*

- Developed and implemented campaign strategies, coordinated campaign staff, and arranged meetings to promote candidates
- Developed public relations strategies to promote NMRP
- Responsible for identifying key issues for research and analysis to reach organization's goals.
- Managed relationships with government officials, civic bodies, research agencies, County Parties, and grassroots leaders.
- Developed and implemented outcomes reports that track election results, public opinion polls, social & economic trends, public policies and legislation.
- Implemented social media strategic plan to reach organization's goals.

### **New Mexico Republican Party/ Republican National Committee 2012**

#### *State Director of Hispanic Outreach, New Mexico- Team Romney for President*

Developed and executed the overall Hispanic outreach strategy in New Mexico with a specific emphasis on GOTV, building coalitions and key relations with Hispanics in NM

Recruit, train and manage volunteers around engagement opportunities that support and advance goals.

Monitored and evaluated, and developed summaries of political and electoral activity, public opinion, and the general political climate affecting the campaign

- Responsible for representing New Mexico Hispanics at public forums, conferences and events in assigned territories
- Interfacing directly with community partners and local political leaders
- Created opportunities in the community with co-sponsored forums, events and presentations to reach and educate the community on Hispanic outreach programs

- Maintained and built existing relationships with community leaders, community based organizations, churches, schools, community clubs
- Developed weekly reports to track outcome goals, financial goals, and field activities.
- Managed relationships with Hispanic Advisory Board, Hispanic Business Leaders, Romney Surrogates, County Parties

### **Grammy's House Agency - Eddy County Domestic Violence - 2011 - 2012**

#### *Community Outreach*

- In conjunction with the Executive Director, developed a strategic plan to implement a program of work to achieve Grammy's House mission and income goals
- Built and maintained relationships with local organizations and advocates to develop coalitions
- Responsible for community education strategy implementation
- Implement grassroots advocacy plan to achieve outcome goals
- Assisting in research for grant writing
- Participated in public relations and outreach programs via a monthly radio show, local print and social media
- Managed monthly reports that included client statistics, financial outcomes and local domestic violence trends
- Managed and implemented social media and online networking plans.

### **Steve Pearce for Congress, 2010**

#### *Political Director*

- Monitored and evaluated political and electoral activity, public opinion, and the general political climate affecting the campaign
- New Mexico's 2nd Congressional District outreach
- Conducted coalitions and coalition building efforts for Hispanics and Veterans in NM02; recruit, organize and mobilize Vets and Hispanics in key targeted counties
- Directed media outreach for social networks and media outlets: newspapers and radio communities
- District wide Grassroots Coordinator; worked with local community members and county chairs on participation, grassroots advocacy and "Get Out The Vote"
- Attended fundraising events to enhance donor relationships

- **Big Sky Learning, 2009 - 2010**

- *Public Relations Director*

- Developed and implemented public relation strategies and initiatives to promote Big Sky Learning
- Enhance community exposure and increase constituent participation
- Manage and develop strategic plan for marketing, public relations and communications initiatives
- Community Liaison and relationship manager with coalitions and local organizations to enhance BSL's exposure and outreach in the community
- Responsible for grant research and writing
- Managed corporate database
- Managed online outreach

### **Think New Mexico/Policy Think Tank, 2008 - 2009**

#### *Field Director*

- Lobbyist for the Legislative & Executive Branches of New Mexico during the annual legislative session
- Responsible for research and data analysis related to policy projects and initiatives of Think New Mexico
- Developed relationships to enhance and build statewide grassroots organization
- Managed donor database
- Managed and developed coalition building efforts to meet organizational goals and outcomes.
- Implemented community forums and internet/website outreach regarding New Mexico state policy issues
- Liaison with local businesses whose affinities and needs aligned with organizations program of work

- Managed and developed internet and website marketing strategy

## **U.S. House of Representatives, 2003 – 2008**

### **Office of Congressman Steve Pearce**

#### *Office Manager*

- Managed day-to-day duties of Congressional Office, Washington, D.C.
- Assisted Chief of Staff with new hire process
- Managed interns and intern program for Washington, D.C. Congressional office and New Mexico District office.
- Managed Spanish Mission Project in Zuni, NM to restore one of New Mexico's oldest mission churches including securing grant funds through *Save America's Treasures*, securing matching funds through the State for the project, served as relationship manager for the Zuni tribal leaders and governors
- Team Member for New Mexico Mexican Canyon Trestle Project in Cloudcroft, NM including recruitment of members for project coalition committee, relationship manager for various agencies helping with the project
- Team Member for the Continental Divide Trail Project; recruitment of members for coalition support, relationship manager with landowners, local ranchers, community advocates, and Bureau of Land
- Liaison with members of Congress and other Congressional Districts
- Responsible for grant research to support district policy goals
- Relationship Manager for New Mexico constituents of the 2<sup>nd</sup> Congressional District
- Responsible for research and analysis of legislative activity and summarizing policy issues
- Managed the Congressional District budget of \$1.6 million per congressional year and created annual budget plan for each congressional year

#### *Staff Assistant*

*May 2006-December 2006*

- Intern Supervisor
- Attended legislation hearings and briefings
- Assistant to the press office
- Coordinated constituent services for the NM district offices and Washington, D.C. office
- Assisted congressional staff in research and analysis of current events, policy issues, and constituent concerns
- Managed 2nd Congressional District constituents tours of the United States Capital and The White House

#### *Congressional Intern*

*August 2003-May 2006*

- Assistant to the Deputy District Director and Las Cruces staff
- Reported concerns expressed by constituents of the district
- Submitted regular reports to D.C. office regarding issues arising within the district
- Represented the Las Cruces office for events held in and around Dona Ana County

### **Campaign Experience: Steve Pearce for Congress 2006; Steve Pearce for Senate 2008; Steve Pearce for Congress 2010; Heather Wilson for Senate 2012; Mitt Romney for President 2012; George P. Bush for Texas Land Commissioner 2014, 2016; Republican Party of Texas statewide elections 2016; Donald J. Trump 2016**

- Recruit and train volunteers; managed and coordinated volunteers for canvassing
- Implement online and grassroots outreach
- Assisted in "Get Out The Vote"
- Participated in fundraising events to enhance donor relationships and meet financial goals
- Delivered and addressed speeches on behalf of the campaign and candidate
- Attended political events and rallies
- Networked with leaders and supporters

**Education:**

*New Mexico State University (NMSU) (May 2006)*

- NMSU B.A. Communication Studies
- NMSU Rugby Team Member
- NMSU College Republicans

**Volunteer and Community Affiliations:**

*New Mexico Young Republican Party, Dona Ana County 2021*

*Dona Anna Republican Party, Las Cruces 2021*

*Eddy County Republicans Current*

*Freemason Masonic Lodge Current*

*Ordained Minister, American Marriage Ministries Current*

*Texas Young Republican Party, Hidalgo County 2014 -2020*

*Hidalgo Republican Party, McAllen Texas 2014 - 2020*

*Eddy County DWI Advisory Council 2011*

- Coordinated with local law enforcement and other organizations to discuss Eddy County's DWI enforcement

*Big Brothers Big Sisters, Dona Ana County, New Mexico 2003-2006*

- Big Brother Mentor
- Representative for events in Las Cruces, NM

Demetrius Moreno

[REDACTED]  
Artesia, New Mexico [REDACTED]  
[REDACTED]  
[REDACTED]

September 5, 2004

[Hiring Manager's Name]  
Public Regulation Commission [Commission Address]  
Santa Fe, NM 87501

Dear Hiring Manager,

I am writing to express my interest in the New Mexico Public Regulation Commissioner position with the Public Regulation Commission. With a strong background I am confident in my ability to contribute effectively to your team and help advance the Commission's mission, vision, values, and strategic goals. I am particularly drawn to the Public Regulation Commission because of its commitment to serving the public interest and ensuring safe operations and reliable utility services at fair rates. The Commission's vision of being nationally recognized for excellence, innovation, and forward-looking policies aligns with my own professional values and goals. In my previous roles I have demonstrated a strong commitment to public service, integrity, impartiality, and excellence. I have a proven track record of optimizing internal operations, processes, and time management to drive efficiency and effectiveness. Additionally, I have experience in providing leadership in regulation, implementing legislation and state policies, and working collaboratively with industry stakeholders and the public. I am excited about the opportunity to contribute to the Public Regulation Commission and help advance its strategic goals. I am confident that my skills, experience, and dedication to public service make me a strong fit with the PRC. Thank you for considering my application. I look forward to the possibility of discussing how my background as a Republican and expertise can contribute to the important work of the Public Regulation Commission.

Sincerely,

Demetrius Moreno