



MARCELA ALEJANDRA GONZÁLEZ CATALÁN

INTERNATIONAL RELATIONS POLITICAL SCIENCE

EDUCATION

CÁDIZ UNIVERSITY - GADEX
MBA - Marketing 2020

CALIFORNIA STATE UNIVERSITY
LONG BEACH
Bachelor's degree in International
Relations and Political Science | 2018

ORANGE COAST COLLEGE
Associate Degree in Liberal Arts | 2014

SAGRADO CORAZÓN DE JESÚS
Elementary Teaching Degree | 2005

PROFESSIONAL SKILLS

Project and Logistics Management
Strategic Planning
Social media strategy
Marketing and Market Research
Microsoft Office, Microsoft Project,
Microsoft Visio, Share Point, Adobe
Suite, SAP, SQL, Outlook
Voter Activation Network (VAN)
Vote Builder
Mobilize America
Hustle, Slack
HubSpot
Customer Service
Bilingual Proficiency: English and Spanish

PERSONAL SKILLS

Personal and professional ethics
Effective time management
Team player
Multitasker
Problem solver
Proactive
Creative spirit
Fast learner
Motivated
Reliable and professional
Excellent communication skills
Strong interpersonal skills

CONTACT

C: (714) 467-6223
E: marcela.gonzalezca@gmail.com

PROFILE

My main objective is to constantly develop my personal and work skills to grow professionally. I have excellent organizational skills, communication, problem solving and interpersonal relationships with a great capacity for critical analysis, customer service, language skills, marketing, research, politics and economics.

WORK EXPERIENCE

COUNTY FIELD DIRECTOR

Advanced Micro Management | October 2021- January 2022

- Responsible for building a robust volunteer and grassroots organizing operation, engaging in coalition building activities, coordinating with key stakeholders, and managing paid outreach staff within assigned region. Managing a team and a paid canvass operation.
- Work with existing Equal Ground Education/Action Fund infrastructure to implement county and regional plans. Meet and exceed programmatic metrics and goals.

REGIONAL ORGANIZING DIRECTOR

For Our Future | January 2021- August 2021

- Manage a robust volunteer and grassroots organizing operation, engaging in coalition building activities, coordinating with key stakeholders, and managing voter contact programs and paid outreach staff within assigned region.
- Work with staff to develop and execute electoral and issue-based campaign plans.
- Hiring, training, and managing regional staff and volunteers to execute a comprehensive field and digital organizing.

REGIONAL DIGITAL ORGANIZER

Florida Democratic Party / Joe Biden Campaign | August 2020 - November 2020

- Recruited a network of volunteers by consistently exceeding my set goals with hundreds of phone calls text messages, emails, and virtual 1:1s. Hosted virtual events on civic literacy via Zoom and Google Meets.
- Collaborate with regional and state teams on developing engagement strategies for the local community in a digital platform.
- Implemented regional field and GOTV plan.

DEPUTY REGIONAL FIELD DIRECTOR

Vote Yes Prop 22 | March 2020 - September 2020

- Extensive educated, recruited and activation of key stakeholders, worked directly with regional director on local outreach strategy.
- Executed organizing plan using online and offline methods. Coordinated coalition events to inform stakeholders and solicit feedback. Managing relationships with regional supporters.
- Assisted campaign leadership recruiting advocates for earned, paid and social media surrogates. Updated key leaders using weekly reporting framework.

COMMUNITY ORGANIZER

Tom Steyer 2020 | January 2020 - March 2020

- Recruited volunteers and built relationships so they can assist in making phone calls, texting campaigns, and other field activities.
- Maintained a daily tracking of activity that included items such as 1:1 meetings with volunteers, attendees of house parties and community events.
- Worked with the digital and communications teams in identifying stories from the field of supporters the campaign will want to amplify.

REGIONAL ORGANIZING DIRECTOR

OCCORD | December 2018 - October 2019

- Responsible for the day-to-day recruitment, instruction and management of canvass teams to mobilize specific communities of voters in an effort to increase voter turnout. Lead voter registration drives, phone banking, organized community events, and advocated for Democratic candidates of the United States Senate.
- Assist the State Political Director in building relationships with local community leaders and identifying key grassroots stakeholders.

FIELD ORGANIZER

Progressive Turnout Project | March 2016 - November 2018

- Develop and manage a program for voter turnout. Oversee the execution of all staff voter contact. Organization of communities of color, youth, marginalized communities and voters with little information. Working directly with state leadership to help develop and implement new communications and digital strategies in the Orange County, California region.
- Coordinate a program of field organizing activities with members and partners to support in the development of materials, talking points, and scripts for communications to voters and the general public.

CUSTOMER SERVICE MANAGER

Greenwood Hall | January 2011 - December 2013

- Manage, maintain, and close inbound donations through multiple channels in a high volume capacity, while focusing on a high quality customer experience. Identify and respond to customer's needs based on designated procedures of account/client. Respond to requests for assistance and/or possible processing of credit card authorizations. Responsibility and accountability for meeting individual and team goals in a donation driven environment.

FIELD MANAGER/ BRAND MANAGER

Encore Nationwide, WOM, ATN Event Staffing, Real Madrid Promotional Team (Forza Football) | 2011 - 2018

- Plan, lead event set-up, and execute various events taking place in multiple cities, states and internationally. Music festivals and sports events experience from small on-site events to large off-site productions. Ability to prioritize and manage multiple events, activities and projects.
Excellent organizational, communication, problem-solving, and interpersonal skills. Strong work ethic and high attention to detail. Create and contribute to social media accounts for clients. Develop social media strategies based on continually evolving metrics and client feedback. Create and implement product marketing campaigns for clients. Passionate about products or services, establishing presence and a highly-engaged network.
Flexibility to work hours outside of a traditional workweek.
- 2018
Word of Mouth Staff (WOM)
Mirus Promotions
AB Estrella Brand - Beer/liquor Marketing and sales
- 2017
Encore Nationwide
Target Stores, Back to school promotional events
- 2016
ATN Event Staffing
ALDI International supermarket California Grand opening
International Champions Cup Pasadena 2017-2018 Barcelona vs Manchester United soccer club
Microsoft Store Grand Opening in Cerritos Mall
- 2011-2014
Real Madrid Football Club Promotional Team (Spain)
Engage club supporters during the Spanish League and Champions League games to enjoy their game experience and visit to the stadium. Promote the purchase of official supporter membership card, educate them on the benefits of becoming a supporter member and promote seasonal training kits and Official t-shirt.