



# Slater James Smith

## Producer & Communications Consultant

Portland, Oregon

P: (541) 771-5067 E: smithslater@gmail.com W: slatersmith.com

## Resume Profile

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Communicator, producer, and cause-branding professional with seven years of experience. Entrepreneurial background working in program development, member mobilization, field & communications management, canvassing and union advocacy. Additional background in video, viral media, and social media production for campaigns. Detail oriented, organized, results-focused, and positive.

## Work Experience

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### ***Field Program Manager - Oregon AFL-CIO, Portland, OR (July 2018 - November 2018)***

- **Political Communications Strategy:** Designed comprehensive trainings for affiliates, meeting with union leadership to galvanize members toward political action favoring AFL-CIO endorsed candidates and causes.
- **Program Management:** Team lead working with more than twenty affiliate unions, turning out more than 800 volunteer shifts to knock more than 14,000 doors, make 54,000 phone calls, and send 158,000 texts.
- **Coalition Partnerships:** Worked closely with Oregon's coordinated campaign members including groups like Our Oregon, NARAL, and Planned Parenthood to carry out an extensive text banking campaign and representing Oregon AFL-CIO in our efforts to mobilize our membership to get out the vote in the lead up to Election Day.

### ***Account Manager - Agile Impact Consulting Group, Seattle, WA (February 2018 - July 2018)***

- **Political Communications Strategy:** Worked with remote team to manage political advocacy client's digital communication campaign. Developed messaging, fundraising, and outreach strategies.
- **Relationship Building:** Acted as business development consultant for company CEO building relationships with local political PR firms to offer digital listening, brand management, and search engine optimization services.
- **Web Building:** Designed websites in wordpress for my clients, developing original visual brand and web copy.
- **Writing:** Wrote weekly political op-ed pieces as part of a branding strategy to change assumptions around pervasive political myths and to fight against extremist polarization on the internet.

### ***Viral Campaign Producer - SoulPancake - (June 2017 - January 2018)***

- **Project Development:** Produced a series of twelve viral art videos to meet client's cause-branding needs. Garnered more than \$20,000 in funding for videos exploring issues of race, masculinity, and oppression.
- **Video Editing and Production:** Edited video in collaboration with client, tailoring to their viral branding needs.
- **Project Management:** Recruited, directed, managed, and supported five-person production team including video, audio, live performance, and post-production professionals.

### ***Organizer - Winning Mark, Portland, OR (Aug. 2016 - Nov. 2016)***

- **Online Organizing:** Recruited and managed team of volunteers to share amplify digital content. Developed and carried out campaign email, social media, activist outreach, and phone communications strategy.
- **GOTV Event Production:** Managed, produced, and sold out a 300-capacity venue in Portland, Oregon to help local unions and election season PACs. Headed all PR, media outreach, talent buying, and event production.
- **Graphic Design:** Worked in Adobe Suite to design graphics for social media, PR releases, client websites.
- **Volunteer training:** Helped lead union volunteer activist training with team of digital political PR professionals.
- **Writing & PR:** Courted local press and community bloggers to publish campaign-related op-eds & press releases.



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### ***External Consultant - Oregon Parks & Recreation Department (OPRD), Portland, OR (ongoing, 2012 - 2018)***

- **Strategic Communications:** Headed a number of cause-branding strategic communications campaigns for OPRD, managing projects from inception to implementation, including onboarding and coordinating freelance production teams, event scheduling, implementing PR rollouts, coordinating with partners and developing timelines for deliverables. Emphasis on creative PR, viral media, video and placemaking.
- **Partnership Development:** Courted and managed diverse partner stakeholder relationships to reach fundraising and PR rollout goals, including *Oregon State Parks*, *Oregon Arts Commission*, *Oregon Public Broadcasting*, *Governor's Office of Film and Television (Oregon Film)*, *Oregon Coast Visitors' Association (OCVA)* for funding, as well as *SoulPancake*, *GoPro Cameras*, *Tender Loving Empire* and *NPR* for product and messaging distribution.
- **Project Management:** Produced and managed several events including elements of Oregon Beach Bill 50th Anniversary Celebration, Rooster Rock interpretive site programs, OPB & Oregon State Parks' Road Sessions, "Back O'er Oregon" viral video marketing campaign.
- **Fundraising:** Built proposals, project pitches and scoped work to garner annual reinvestment for a total of more than \$100,000 over the course of five years. Independently managed budgets to finance production teams, professional services, extensive travel and for production equipment rentals.

### ***Field & Communications Director - Representative Tobias Read, Beaverton, OR (June 2012 - November 2012)***

- **Field Campaign Management:** Developed canvassing routes using NGP VAN tools, drafted door-to-door scripts and messaging, carried out canvassing plans, delivered yard signs, helped manage volunteer events
- **Constituent Correspondence:** First point of contact for all constituent inquiries over the phone and email.
- **Website Management:** Updated and managed campaign website for Rep. Read's 2012 election.

## Education

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### ***Bachelor of Arts in Politics - Willamette University College of Liberal Arts, Salem, OR, 2008 - 2012***

Activities: Resident Assistant (RA) | Admissions Office, Outreach Ambassador Program Manager  
Study Abroad Program; International Politics & Arabic Language emphasis; Ifrane, Morocco.

## Skills

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- Detailed event managing skills & expert program coordination
- Excellent communication skills (digital communications, op-eds, outreach scripts, graphic design)
- Technical proficiency (Excel, Powerpoint, NGP VAN, NationBuilder, Wordpress, Adobe Suite, Hustle, Relay)