

AARON WHITE

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I'm a quick study and self-starter with a particularly adaptable skillset and a comprehensive track record of meeting and exceeding ambitious, quantified goals. I have extensive experience in staff recruitment, development, and management, partner engagement and convening, training, fundraising, cold and warm consumer and voter outreach, project design and management, political organizing, and data collection, management, and analysis.

KEY SKILLS

- + Staffing and personnel management
- + Partner relations, convening, and training
- + Fundraising
- + Project Design and Management
- + Data management and analysis
- + Media (press) engagement and messaging
- + Strong written and verbal communication skills
- + Proficient user of VAN consumer/voter database
- + Familiarity with SAS
- + Proficient user of Microsoft Office Suite

KEY ACHIEVEMENTS

- + Under my direction, the North Carolina organizing program is consistently in the top three performing Enroll America states in consumer engagement, with over 26k uninsured consumer IDs collected and 96k targeted follow up calls placed under my direction
- + Raised an estimated \$250,000+ on behalf of various political campaigns and organizations.
- + Launched the first-of-its-kind canvass office for the California Democratic Party, with \$75k raised from small donors during my tenure
- + Helped deliver Buncombe County, NC for President Obama in 2012, with 1,000 more votes than 2008

RECENT professional EXPERIENCE

DEPUTY STATE DIRECTOR-ORGANIZING

ENROLL AMERICA – NORTH CAROLINA

Raleigh, NC ▪ 2015 to present

- + Oversee the statewide consumer and partner engagement program in North Carolina for Enroll America, a non-profit organization focused on maximizing health insurance enrollment.
- + Manage a statewide team of 5 Deputy Regional Directors in addition to 2 Special Project Organizers in SC
- + Collaborate with the state leadership team and D.C. headquarters on state plan design and implementation
- + Consistently in the top three performing EA staffed states, with 17k uninsured IDs collected and 51k follow up calls placed since March 2015
- + Oversee two hospital contract special projects—one in NC and one in SC—including the recruitment and management of project staff, the implementation of the patient engagement program, hospital staff training, and regular reporting to hospital leadership.
- + Served as the press contact for Enroll America at local events, providing interviews to television, radio, and print outlets.

REGIONAL ORGANIZING LEAD

ENROLL AMERICA – NORTH CAROLINA

Raleigh, NC ▪ 2013 to 2015

- + Directed the consumer and partner engagement program in the eastern half of North Carolina including the Triangle region
- + Exceeded regional goals YOY, leading the Organizing team to collect over 9k uninsured consumer IDs and produce over 45k follow up calls
- + Personally planned and executed dozens of enrollment and media events, and oversaw the planning and execution of hundreds of outreach, enrollment, and media events across the region.
- + Managed a team of 4 Organizers, which included the development of localized partner and consumer engagement strategies, goal-setting, troubleshooting, and program evaluation and refinement.
- + Oversaw the engagement and management of hundreds of partnerships, ranging from local community based institutions to U.S. Congressional offices, hospitals, and community colleges.
- + Served as the press contact for Enroll America at local events, providing dozens of interviews to television, radio, and print outlets.

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BUNCOMBE COUNTY FIELD ORGANIZER

ORGANIZING FOR AMERICA – NORTH CAROLINA

Asheville, NC ▪ 2012

- + Built the county-wide volunteer neighborhood team infrastructure for all voter contact efforts (Persuasion, Voter ID, and Get Out the Vote)
- + Engaged cold and warm volunteer leads by placing over one hundred phone calls per day (>700 per week)
- + Managed the daily work of 3 to 7 volunteer teams, holding them accountable to daily and weekly goals
- + Regularly met and exceeded extremely ambitious volunteer recruitment and voter contact goals
- + Led introductory and advanced field organizing and voter contact workshops for volunteer leadership and occasional volunteers
- + Helped deliver Buncombe County, NC (Asheville) for President Obama with 1,000 more votes than 2008

PREVIOUS PROFESSIONAL EXPERIENCE

LAUNCH DIRECTOR

CALIFORNIA DEMOCRATIC PARTY CANVASS OFFICE (BASEBUILDER GROUP)

Oakland, CA ▪ 2011 to 2012

DEPUTY FIELD DIRECTOR

CATHERINE PUGH FOR MAYOR

Baltimore, MD ▪ 2011

LEGISLATIVE AIDE

GEORGIA STATE REPRESENTATIVES SCOTT HOLCOMB AND RASHAD TAYLOR

Atlanta, GA ▪ 2011

COORDINATED CAMPAIGN FIELD DIRECTOR

DEMOCRATIC PARTY OF GEORGIA

Atlanta, GA ▪ 2010

CANDIDATE RECRUITMENT DATABASE MANAGER

DEMOCRATIC PARTY OF GEORGIA

Atlanta, GA ▪ 2009

CALL CENTER DIRECTOR

DEMOCRATIC PARTY OF GEORGIA

Atlanta, GA ▪ 2008

INTERNATIONAL WORK EXPERIENCE

ENGLISH LANGUAGE TEACHER

UNITED NATIONS DEVELOPMENT PROGRAM

Iquique, Chile ▪ 2009

EDUCATION

BA INTERNATIONAL AFFAIRS, HISTORY MINOR

UNIVERSITY OF GEORGIA – ATHENS, GA ▪ 2008 (*magna cum laude*)

BUSINESS INTELLIGENCE CERTIFICATE

WAKE TECHNICAL COMMUNITY COLLEGE – RALEIGH, NC ▪ 2015

STUDY ABROAD

OXFORD UNIVERSITY – OXFORD, UK ▪ 2008