TOM BAKER

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**Electoral Strategist | Research Director**

Analytical and accomplished professional with hands-on experience developing electoral strategies, conducting detailed research, and designing effective political campaigns. Adept at researching and reviewing policies to resolve national issues by developing narratives. Possess in-depth knowledge and understanding of political campaigning and veteran advocacy. Expertise in localizing research to identify the state-specific effects of GOP/Trump policies, specifically focusing on battleground states. Dynamic team leader; able to bring energy and humor to motivate team members to achieve potential and meet objectives. ***Proven expertise in:***

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| * Research & Analysis * Strategic Planning & Execution * Political Campaigning * Veteran Advocacy | * Team Building & Leadership * Relationship Management * Staff Training & Development * Policy Making & Review |

**Education**

**Bachelor of Science, Major in Political Science** (2020)

Arizona State University – Phoenix, AZ

**Notable contributions**

2020 Veterans of Foreign Wars-Student Veterans of America Legislative Fellow

2019 Student Veterans of America Leadership Institute

**Professional Experience**

Vets for The People, Working Families Party – Wake Forest, NC

**Electoral Strategist & Organizer,** June 2020 to Aug 2020

Pooled resources and organized the left-leaning military community using political and electoral way to strengthen a veteran social movement. Thoroughly reviewed polling and research to check the status of the working families party. Set electoral targeting criteria and matrix to assign WFP champions at VFTP priority tier levels. Coordinated with VFTP/WFP executives and stakeholders set a narrative on security, military, defense, and internationalism. Hired and trained politically aligned military veterans, later serve as leaders and trainers. Focused on leadership development in critical electoral states.

**Key Assignment:**

Selected by the organization to design and launch a new campaign to serve the veteran community. Developed an electoral strategy with a focus on engaging, educating, and activating veterans in support of the Working Families Party and WFP-endorsed candidates. Worked on devising a robust communications strategy for "purple" states where the military/veteran identity and voice can be most effective.

* Carried out detailed research on every state to determine where and how Vets For The People would engage in the 2020 electoral cycle and beyond.
* Performed comprehensive analysis of 52 Working Families candidates to narrow down to list of nine candidates in three states that Vets For The People would begin coordinating with.
* Created a novel electoral targeting formula to easily recognize the locations where Vets For The People and Working Families Party could build out a strong grassroots.
* Established narrative framing to build synergies between federal, state, and local policy to promote peace and security issues at all levels of government.

Break the Majority, North Carolina Democratic Party – Raleigh, NC

**Research Assistant,** May 2018 to Dec 2018

Produced extensive research documents compiling information from public sources including news clips, campaign finance disclosures, travel records, and receipts, personal financial disclosures, property, court, and business records, and research databases, as well as in-depth research analyzing federal, state, and local governmental voting records; Advised North Carolina Democratic Party leadership on veteran and military family issues.

***Key Contributions:***

* Developed opposition research books on Senior North Carolina Republican Party elected officials for Governor Roy Cooper's "Break The Majority" project, helping to break NC Republican supermajority.
* Delivered extensive background vetting for all North Carolina Democratic Party candidates, staff, and those attending fundraisers hosted by Governor Roy Cooper
* Managed around the clock media monitoring and event tracking program to identify & disseminate time-sensitive information to senior North Carolina Democratic Party leadership in order to maintain an aggressive rapid response posture.

Applegate For Congress – San Diego, CA

**Research Director & Organizer,** July 2016 to Nov 2017

Led and oversaw campaign opposition research collection and analysis. Built and strengthened relations with the research directors at the Democratic National Committee and Democratic Congressional Campaign Committee. Recruited, coached, and motivated a team of 3 college interns to serve as campaign trackers. Hired veterans to deliver volunteer support at phone banks, special canvassing events, and press conferences.

***Key Contributions:***

* Designed and executed an opposition research program for a Democratic Congressional Campaign Committee Red to Blue campaign, which included recruiting and training a team of two associates and three interns to track, collect, analyze, and disseminate opposition research on Rep. Darrell Issa.
* Organized Veterans For Applegate recruiting a diverse and intergenerational team of 73 veteran volunteers to operate a peer to peer relational organizing program in military veteran dense Congressional District.

***Military Experience****: U.S. Navy for 10 years*

**technical proficiencies**

Microsoft Office | NexisNGP/VAN | Blue State Digital Tools | PDI Tools | Social Media Management | WordPress