

## Nakhone Keodara

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## Objective

To use my leadership and management skills in a new role where I can drive impactful results and contribute to achieving project goals.

## Professional Experience

### Field Director

*The Outreach Team, Inc., Costa Mesa, CA*

May 2024 – August 2024

- Spearheaded a voter registration campaign office, driving performance improvements from underperformance to national recognition.
- Designed and implemented a comprehensive training program that increased team metrics from 1.5/2.5/3.5 to 8.0/9.5/10.0 VRs/canvasser/shift.
- Recruited, trained, and managed a team of 15-20 staff members, enhancing their skills through orientation, pitch practice, and ongoing support.
- Developed and led daily pitch practices and team-building rituals to foster a strong team identity and improve performance.
- Established new team traditions and a structured Team Lead promotion process, contributing to increased staff motivation and goal achievement.
- Managed daily QC, admin, field, and site duties to ensure operational efficiency and high-quality outcomes.
- Communicated long and short-term goals to staff, managed campaign reporting, and facilitated goal-setting and accountability measures.
- Researched and assigned turf and sites to local circulators, optimizing field operations and coverage.

**Petition Circulator (Team Lead/Field Supervisor)**

*The Outreach Team, Los Angeles, CA*

December 2023 – April 2024

- Achieved a top 4 ranking in the county for valid signatures and set a campaign record with 211 signatures collected in one day (117 valid).
- Led a team in the field to collect signatures for the Homeless Services and Affordable Housing Transactions and Use Tax Ordinance ballot initiative.
- Retrained and supported Team Leads to meet performance standards, addressing issues and enhancing team effectiveness.
- Conducted outreach and advocacy efforts to engage with community members, leveraging personal stories to connect with voters on the urgency of the housing and homelessness crisis.
- Worked 6 days a week, spending 5 hours daily in the field, and consistently met quotas of 50-100 signatures per day.

**Account Manager (Level 1)**

*Zion Capital, Inc., Dallas, TX*

February 2023 – June 2023

- Participated in an Executive Management training program, acquiring new customers for Frontier Communications through direct sales.
- Excelled as a High Roller—Top Seller—of the Nation, maintaining high performance on the sales leaderboard.
- Provided customized customer service, building strong relationships and expanding brand visibility through face-to-face interactions.
- Modeled outstanding customer service for the team, created positive internal and external customer experiences, and maintained professionalism in handling complaints.
- Assisted in the training and mentoring of new Account Managers and Executives-in-Training, contributing to team development and success.
- Implemented marketing directives and sales strategies at the local level, tracked and reported measures of success, and provided feedback to management.

**Co-Founder and CEO**

*BodiGuard, Inc., Los Angeles, CA*

March 2021 – January 2023

- Personally developed, designed, and rolled out a pioneering mobile app for on-demand security and car services.
- Secured \$50,000 in funding, negotiated equity, and managed investor relations.
- Recruited key personnel and coordinated app launches in Los Angeles and San Francisco.
- Personally developed, designed and maintained the app's website and used CRM software to handle leads and customer relationships.
- Prepared business plans, pitch decks, and financial projections for investors.

**Founder and CEO**

*Asian Entertainment Television, Inc., Los Angeles, CA*

August 2016 – December 2018

- Founded and managed a global streaming platform for Asian-American content, overseeing all aspects of its creation and management.
- Designed and maintained the platform's website, recruited talent, and negotiated content acquisition and licensing agreements.
- Pitched the tech startup to seed-stage investors, managed fundraising efforts, and coordinated the app's launch.
- Created, wrote, directed, edited, and hosted "Asian Entertainment Tonight Show," handling all production aspects from concept to final cut.

**Campaign Coordinator (Volunteer Position)**

*Legacies of War, Los Angeles, CA*

January 2009 – April 2010

- Spearheaded a national campaign to secure \$40 million annually for UXO removal in Laos.
- Organized high-profile events with coalition partners and key stakeholders, and successfully lobbied Congress for funding.
- Prepared and distributed press advisories and releases.
- Managed digital strategy and media outreach to support the campaign.
- Organized film screenings, recruited and trained volunteers, and developed campaign website content.

**Lead Field Organizer**

*No on Prop 8 Campaign, Los Angeles, CA*

*April 2008 – August 2008*

- Ranked #1 in fundraising and volunteer recruitment for the campaign against Proposition 8.
- Recruited, trained and mentored volunteers to reach 100,000 swing voters.
- Managed door-to-door canvassing and phone banking efforts.
- Provided in-field training for canvassing and onsite training for phone banking events.
- Raised significant funds and recruited numerous volunteers.

**Education****Film and Television Production**

*Santa Monica College, 2013*

**Skills**

- **Google Sheets**
- **Votebuilder**

**Languages**

Lao and Thai