

**DEIRDRE BENAVIDES**  
Brooklyn, NY • deirdrebenavides.com

**RELEVANT EXPERIENCE**

**ROCK THE VOTE**, Remote

***Associate Manager of Digital Engagement, January 2022 - Present***

- Manage Rock the Vote's nationwide election reminders program
  - Develop copy for email, SMS, and website content
  - Draft emails and draft SMS in-platform, including applying specific targeting, tracking, and layouts
  - Manage the upkeep of internal email and SMS calendars for civic technology and social media teams
  - Support testing and analysis of email and SMS programming via EveryAction and Mobile Commons
  - Research and review quarterly election dates and deadlines across the country
  - Organize election research in Airtable to maximize election reminders program
  - Collaborate with design and social media team for digital content as needed

**THE JUSTICE COLLABORATIVE**, Remote

***Community Coordinator, March 2020 - December 2020***

- Led a policy-tracking project with select volunteers under the Emergency Action Plan
- Organized Justice Hub, a digital community for leaders on the front line of the movement to end mass incarceration
  - Identified movement leaders, built on existing connections, organized member information in Airtable
  - Created a Justice Hub-specific volunteer resource pool and connected members with volunteers
- Co-produced The Briefing, a streaming news show and podcast by The Appeal and NowThis
  - Live-streamed episodes, managed guest and captioners' calendars, pulled guest bios and show quotes, tracked clips for weekly roundups, archived show transcripts
  - Systemized candidate information and invitations for candidate forums
  - Supported live election night coverage during the 2020 presidential election

***Volunteer Manager, March 2019 - March 2020***

- Co-launched and oversaw the Justice Volunteers, a remote volunteer task force dedicated to researching and amplifying a variety of key criminal justice issues
  - Recruited and trained volunteers remotely via Slack and Zoom
  - Organized and moderated volunteer research and social media amplification projects based on TJC's Blueprint for a Safer and More Just America, a comprehensive framework for national criminal justice reform
  - Managed super volunteers and co-managed graduate and undergraduate student teams
  - Led peer-to-peer text campaigns through the process of scripting and testing, executed necessary changes in messaging to further success
  - Composed volunteer email outreach and updates, distributed via EveryAction
  - Co-launched the Justice Volunteers blueprint webinar series which acted as foundation for The Briefing

**VOLUNTEER EXPERIENCE**

**TEXAS EQUAL ACCESS FUND**, Dallas, TX

***Board Secretary***, October 2019 - Present / ***Board Member***, May 2017 - October 2019

**EDUCATION**

**THE UNIVERSITY OF TEXAS AT ARLINGTON**, Arlington, TX

B.A. Communication Studies, Expected Graduation December 2023

**CERTIFICATES**

**THE UNIVERSITY OF TEXAS AT ARLINGTON, DIVISION FOR ENTERPRISE DEVELOPMENT**, Arlington, TX

Technical Writing Certificate, June 2019