

Ruth Delgado

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PROFESSIONAL EXPERIENCE

Digital Media Manager

America's Voice

June 2022 - present

Washington, DC (remote)

Harnessing the power of American voices to enact policy change that guarantees full labor, civil, and political rights for immigrants and their families.

- Spearheads the creation of dynamic digital content (social media graphics, videos, and gifs) for the organization's social media pages that educates and inspires action in regards to immigration, and amplifies the organization's narrative.
- Helps manage and strategize growth for the organization's social media platforms (Facebook, Twitter, Instagram, Tiktok, and Threads)
- Regularly posts to the organization's Wordpress website: blogs, reports, and daily press clips, as well as assists with the maintenance and upkeep of the website.
- Collaborates with the Digital Director and Operations Director on digital fundraising efforts.
- Collaborates with the AV's political team and America's Voice en Español team on the "Dime Campaign," a bilingual political campaign that included creating over 50 different pieces of content and videos.
- Creates partnerships and works with grassroots and national partner groups to uplift events, actions, mobilizations, and campaigns, including creating the branding and content for the TPS for Central America coalition's TPS Tuesday digital days of action and rallies/actions.

Communications Associate

Make the Road New Jersey

July 2019 - December 2021

Elizabeth, NJ

Make the Road New Jersey builds the power of immigrant and working-class communities to achieve dignity and respect.

- Coordinated media inquiries from national and local press, including prepping spokespeople, drafting talking points, press advisories and releases, blog posts, and other online content.
- Created an online brand and presence through graphic development for the organization that resulted in the growth of all social media platforms by an average of 30% on Facebook, Twitter, Instagram.
- Redesigned and upkeep the Make the Road New Jersey organizational website using Nationbuilder and Google Analytics, as well as managed and grew the online membership engagement by implementing new digital strategies, creating new content and graphics, and external marketing materials.
- Regularly provided training to organizations, staff, and members on Zoom and Streamyard, digital organizing, and how to engage with press/media.
- Lead the digital production of the [annual fundraising event](#) in 2020 and 2021.
- Developed and implemented social media strategies that include a [23-day digital campaign](#), "Fast for Relief," for the Recovery for All Coalition which resulted in a \$40 million fund for undocumented immigrant essential workers in New Jersey; "Let's Drive NJ" which resulted in the passing and expansion to access driver's licenses for all in New Jersey.

Volunteer Coordinator

EECO AmeriCorps Program

September 2017 - September 2019

Montclair State University - Montclair, NJ

Montclair State University (MSU) - 4 year, large public Hispanic institution serving nearly 21,000 students.

- Provided enriching on and off-campus volunteer opportunities for MSU students which included but not limited to hosting 3 blood drives per semester, co-sponsoring with organizations, hosting PB&J sandwich-making events, and Volunteer Information tabling.
- Established a user-friendly tracking system for volunteers, streamlining the process, and saw an increase in volunteer participation by 15%.
- Initiated Hunger and Homelessness Awareness Week (H&H Week) at Montclair State University as an official theme week and coordinated with 21 departments, offices, and organizations to host 23 events throughout H&H Week which resulted in the participation of 254 MSU Community members, 444 service hours completed, and more than 200 hygiene kits donated.

EDUCATION

The Catholic University of America | Washington D.C. | B.S., Mathematics | 2017

RELATED EXPERIENCE/AFFILIATIONS

Creative Director

July 2023 - Present

New Jersey Young Democrats

The New Jersey Young Democrats is the official youth arm of the New Jersey Democratic State Committee. From grassroots activists to governmental staffers to elected officials, the NJ Young Dems are working to effect progressive change in the state of New Jersey.

Board Member, Communications Co-Chair

September 2021 - Present

New Leaders Council New Jersey Chapter

New Leaders Council (NLC) is a 501(c)(3) non-profit organization that works to recruit, train and promote young progressive leaders ranging from elected officials and civically-engaged leaders in business and industry.

SKILLS

- LANGUAGES: Fluent in English and Spanish
- Social Media sites: Facebook, Twitter, Instagram, Tiktok, Threads
- Google Drive Applications
- Marketing/Design software: Canva, Adobe Spark Post
- Streamyard
- Nationbuilder: website development, email campaigns, list building
- Wordpress: website development

TRAINING

- New Leaders Council – Class of 2021 Institute Fellow
- We Make The Future – Race Class Narrative Foundation, November 2021
- Working Families Party – Campaign CAMP, Summer 2022
- EMILY's List – Ignite Change Fellowship Fellow, Fall 2022
- EMERGE-NJ – Class of 2023