PORTFOLIO

STRATEGIC COMMUNICATIONS EXECUTIVE

DIGITAL DIRECTOR

FERMIN VASQUEZ

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CREATIVE PORTFOLIO

INTRODUCTION

STRATEGIC COMMUNICATIONS EXECUTIVE WITH 15+ YEARS OF EXPERIENCE DRIVING HIGH-IMPACT MEDIA AND NARRATIVE CHANGE CAMPAIGNS. A CREATIVE DIRECTOR WITH A PULSE ON CULTURAL AND POLITICAL CONVERSATIONS, I SPECIALIZE IN BUILDING FULL CONTENT AND AUDIENCE ECOSYSTEMS TO DRIVE SOCIAL CHANGE AND BUILD POLITICAL POWER. BILINGUAL (ENGLISH/SPANISH) WITH DEEP-ROOTED EXPERTISE IN DIGITAL MEDIA, CREATOR ECONOMY, POLICY CHANGE, AND COMMUNITY ORGANIZING. I BRIDGE THE GAP BETWEEN ONLINE ENGAGEMENT AND OFFLINE POLITICAL ACTION.

A PROVEN TRACK-RECORD OF GARNERING MEDIA ATTENTION, BUILDING DIGITAL INFRASTRUCTURE & INFLUENCE, DISCIPLINED PROJECT MANAGEMENT, AND LEADING IMPACTFUL CAMPAIGNS.



@FERMINTHECREATOR

SKILLS

MARKETING SKILLS

- META & GOOGLE ADS MANAGEMENT
- CAPCUT & ADOBE PREMIERE MOBILE
- MAILCHIMP & CONSTANT CONTACT
- SALESFORCE | PDI| ACTION NETWORK
- PERFORMANCE ANALYSIS (KPI)
- MASS TEXTING & MOBILE COMMONS
- SPROUT SOCIAL & BUFFER
- CANVA & IN-DESIGN
- COPY EDITOR & WRITER

PROJECT MANAGEMENT/ TECHNICAL SKILLS

- MONDAY.COM & ASANA
- MICROSOFT TEAMS
- GOOGLE SUITE
- JIRA & TRELLO
- WORDPRESS & WEBFLOW
- WIX & SQUARESPACE
- GIVEBUTTER & FUNRAISE
- SEO, GOOGLE ANALYTICS, AI SEARCH
- WEB DESIGNER/APP BUILDER

ADDITIONAL SKILS/ASSETS

- BUDGETING
- EXECUTIVE COMMS COACHING
- ON-CAMERA INTERVIEWS & VIDEOS
- INFLUENCER/ARTISTS NETWORK
- EXISTING REPORTER RELATIONSHIPS
- LEAD GENERATION ADS
- SPEECH WRITING
- MEME & VIDEO CREATOR
- DRONE OPERATOR

WORK EXPERIENCE

15+ years of experience working in the non-profit, labor, and political sector. Bilingual (English & Spanish) with deep rooted expertise in digital media, public relations, creator economy, policy change, and integrated communications campaigns. Proven results in securing mainstream media hits & placing stories on ABC, NBC News, Los Angeles Times, Wall Street Journal, Telemundo, Univision, Teen Vogue etc. Ecosystems thinker with a track-record of running campaigns across multi-social media channels, email, SMS, web apps, and paid digital ads platforms - Meta, Google, Spotify, Youtube, LinkedIn.

STRATEGIC COMMUNICATIONS EXECUTIVE

- Chief brand steward to elevate visibility, inspire donors, and partners ensuring consistent, effective, and authentic messaging.
- Engaged 25+ million people at TheDream.US through organic social content, influencer partnerships, and a robust media relations strategy.
- 7+ years of managing staff. At the Coalition for Humane Immigrants Rights (CHIRLA) led & supervised a team of communications professionals including the Digital Media Manager, Social Media Manager, Content Creator, Graphic Designer & external consulting firms.

ECOSYSTEMS DIGITAL DIRECTOR

- Lead strategy, execution, and growth across a digital ecosystem that includes content development, social media channels, mass email, SMS, website, web apps, and paid digital media ads (Google, Meta, Spotify).
- At CHIRLA- gained 100k new followers across social media channels, increased engagement by 200%, and reached 50+ million people through pop culture content, email & text message campaigns, & artists partnership, and a digital ambassadors and influencer strategy.
- At Service Employees International Union (SEIU) Local 2015- built the digital media infrastructure to engage 15+ million workers, ran a $150,000 dollars digital ads program, and signed 1,500 new dues-paying union members.

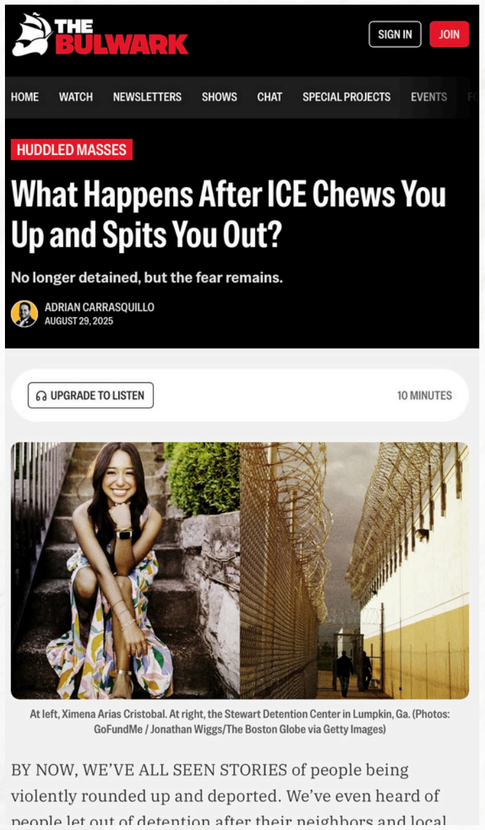
THOUGHT PARTNER

- 7+ years or working with Executive Teams elevating the visibility and influence of CEOs, executive staff, and elected officials including the President of the Los Angeles City Council President Marqueece Harris-Dawson, former President of SEIU California & CA U.S. Senator Laphonza Butler, and Angelica Salas, ED of CHIRLA

MEDIA COVERAGE

- Proven track-record of securing earned mainstream media coverage worth hundreds of thousands of dollars for events, campaigns, and product launch.
- Media coverage includes TV, print, radio, op-eds, podcasts from outlets such as NBC News, ABC 7, Newsweek, Wall Street Journal, Teen Vogue, Fox News, NY Times, CBS News, Telemundo, Univision, LA Times etc.
- Existing network of media contacts and also proficient in media relations software such as Meltwater and Cision.

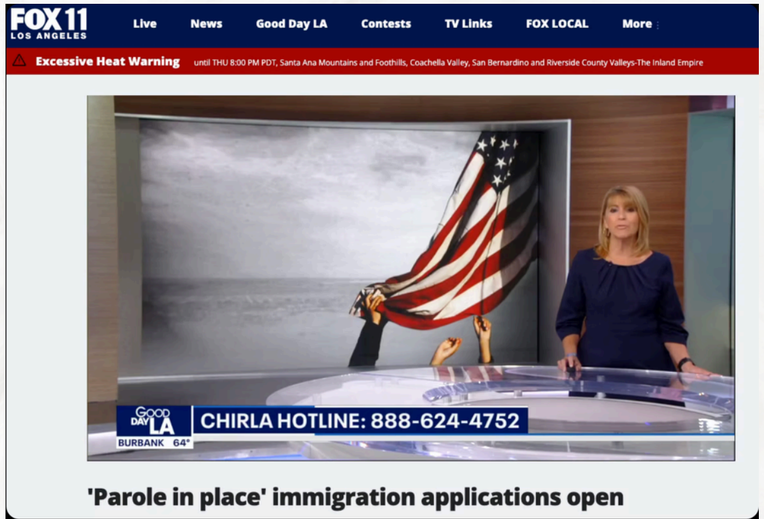




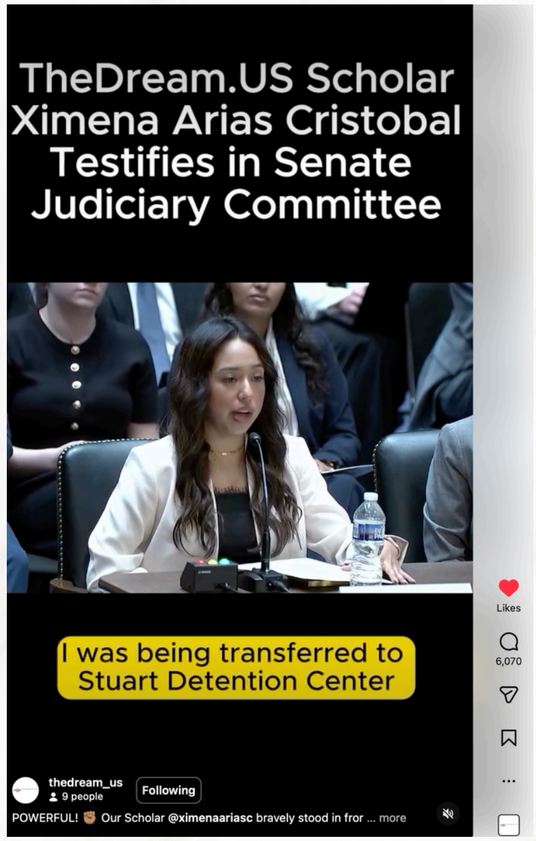
Live Press Conference- Media Turnout







SAMPLE POSTS & SOCIAL CONTENT



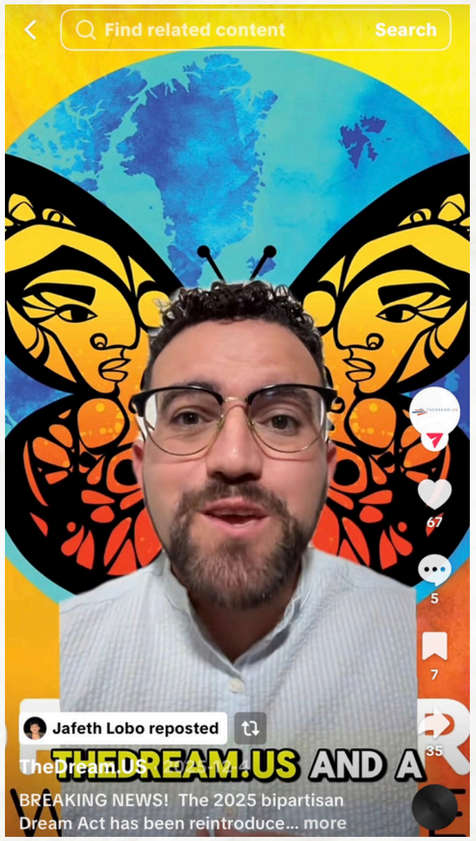
- Viral Instagram Reel
- 2.9 Million views
- Rapid-response content

Watch Video



- Facebook graphics
- Ability to create Spanish Content
- Call to Action- Join the fight

See Graphics



- TikTok On-camera video
- Breaking news video
- Video editor

Watch Video

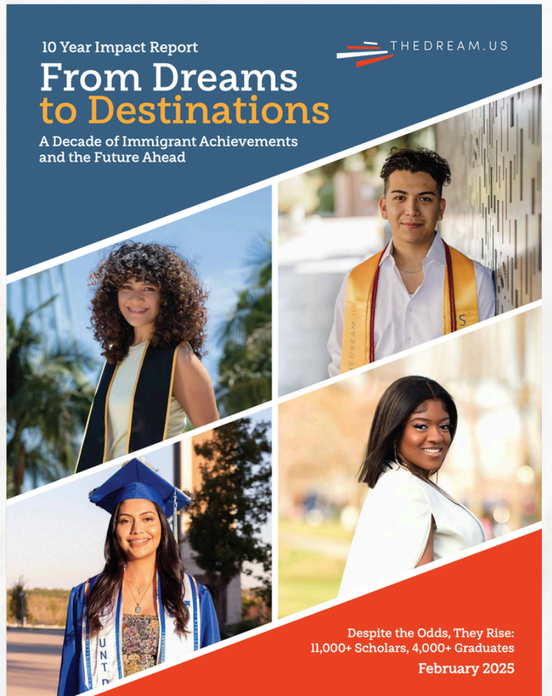
FUNDRAISING FOR IMPACT

- Developed and executed an integrated multi-channel marketing campaign for the “I Welcome Immigrants” Capital Campaign to raise $65 million dollars for CHIRLA’s new Immigrant Welcome & Empowerment Center in the heart of Los Angeles.
- Led communications efforts to raise $450,000 for CHIRLA’s annual Immigrant Champions Awards featuring celebrities, artists, and elected officials.
- Led rapid response fundraising during key political moments in tuned with trending media coverage. Executed grassroots fundraising campaigns featuring key organizational milestones, alumni giving, and end-of-year fundraising.

Click image to learn more

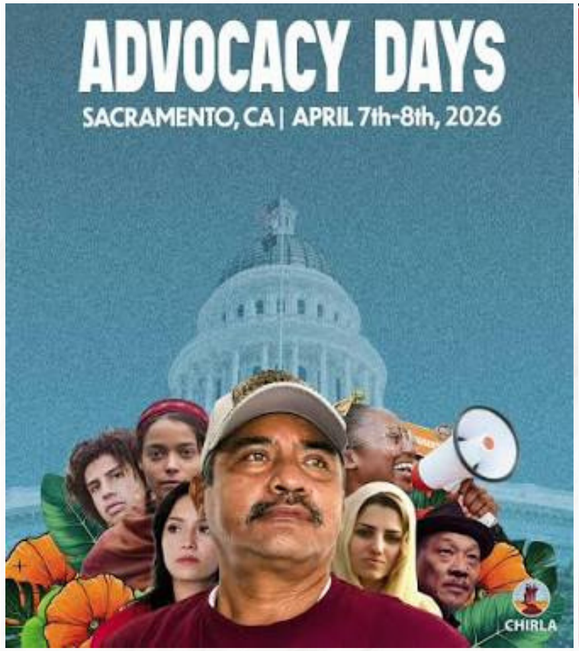


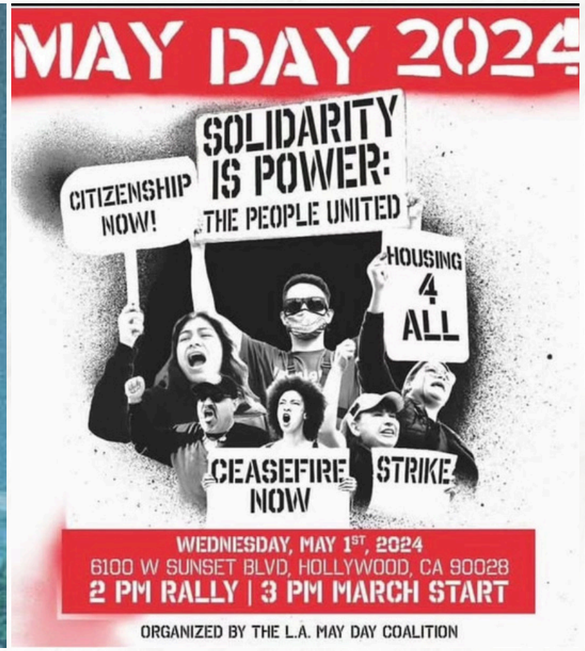


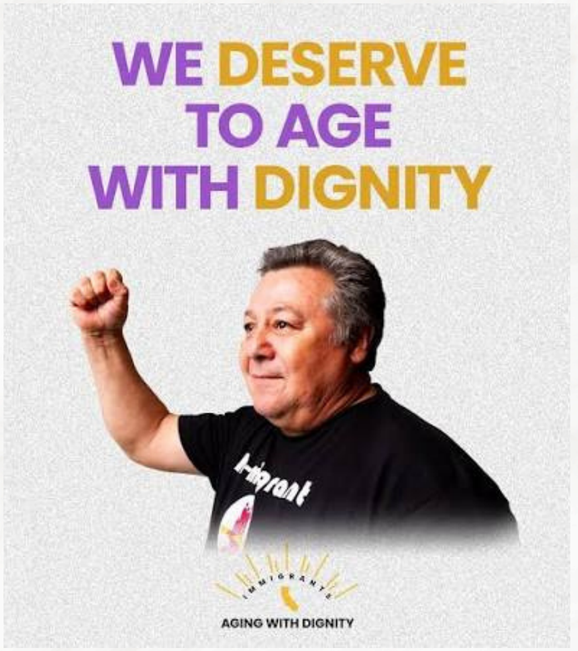


BRANDING & CONTENT DEVELOPMENT









- Chief brand steward ensuring consistent, effective, and authentic messaging. Experience rolling out large scale visual identity projects & comms campaigns.
- Led the development of high-quality content across multiple channels to inspire engagement, foster new donors, and advance organizational goals.

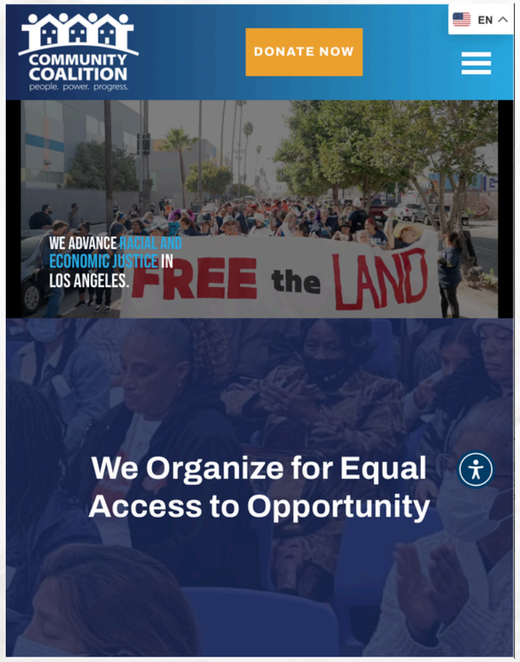
MEDIA IN COLOR

Click for sample brand kit

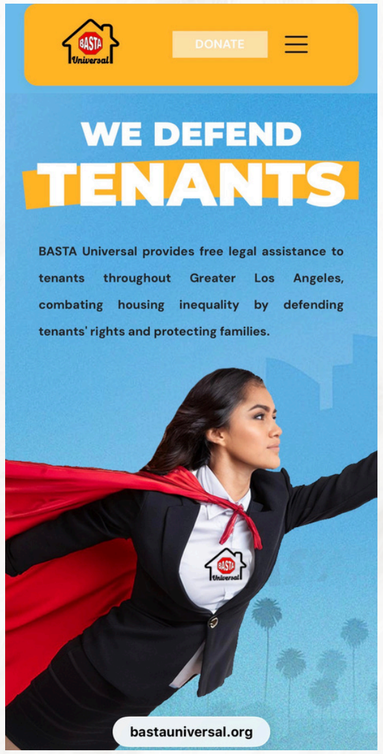
- Data driven digital strategies that increase engagement & traffic by 50% across platforms & formats including website, email, text, reels, carousels etc.
- Ability to create my own content and 5+ yrs experience in managing and mentoring communications staff & consultants.

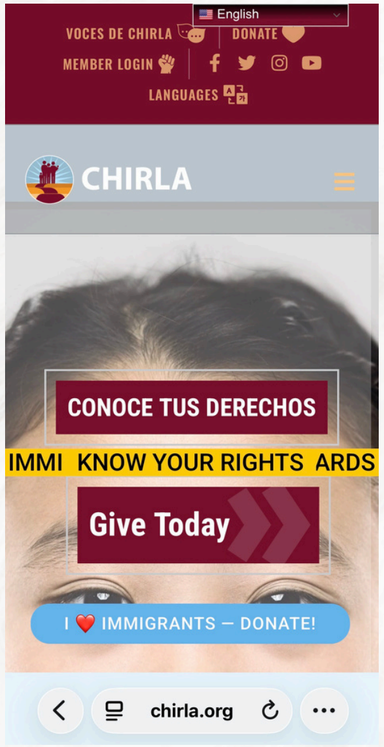
WEB DESIGN & MANAGEMENT

- Project Management- Led cross departmental staff, external consultants, board members, and partners to launch website redesign projects and/or to build campaign microsites.
- CMS experience including WordPress, Wix Studio, Squarespace, Shopify, Action Network, EveryAction. Publishing reports, blogs, resources, take action pages, petitions, click-to-call, and maintain landing pages.
- Optimize user journeys and use SEO, IA search, and Google analytics to increase in-bound traffic and improve conversion rates for sign-ups, event registration, downloads, take action pages etc.



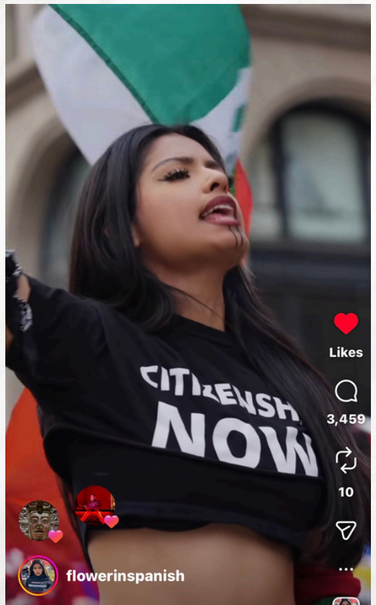


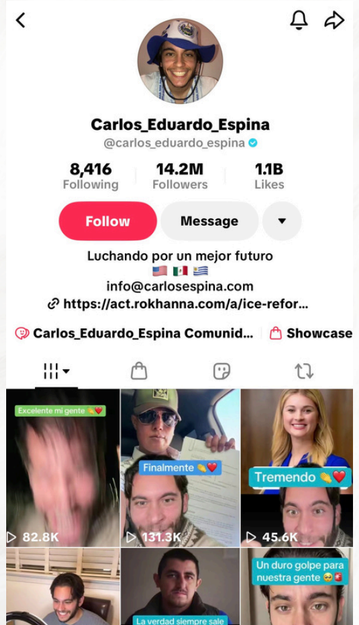




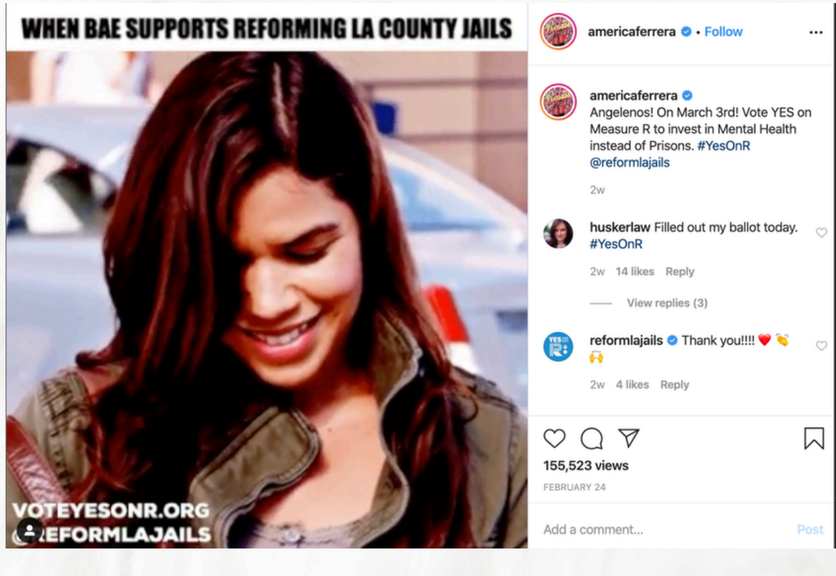
INFLUENCER MARKETING & PARTNERSHIPS

- Implemented content distribution strategies for campaigns, concerts, and events through securing partnerships with influencers, artists, and celebrities.
- Led the strategy and day-to-day implementation of influencer marketing strategy to achieve results including mobilizing voters, winning policy campaigns, passing local and state legislation, growing membership/clients and securing new donors.
- Ensured that influencers and celebrity partnerships were a good match for the organizations I worked for, reach the desired audiences, and increase engagement from a few thousand to 1 Million+ per campaign.





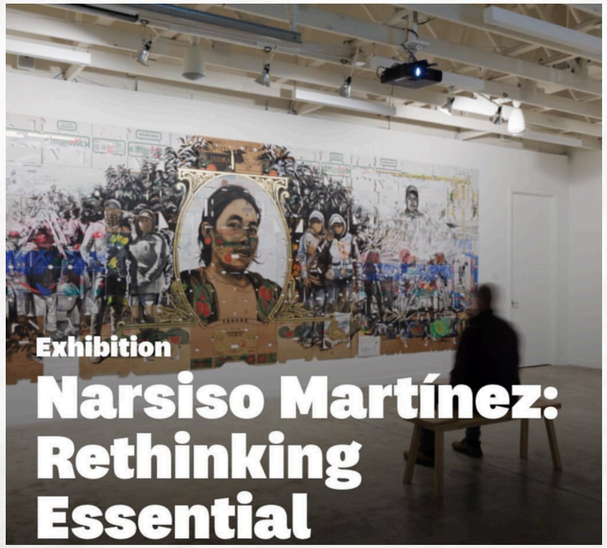




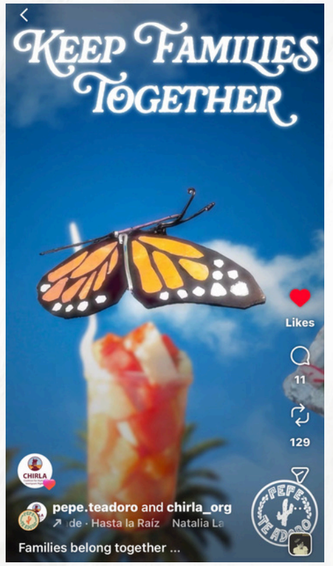
ART & CULTURE TO DRIVE CHANGE



- Partnered with MLK Freedom Award Winner Artist moya_arts to produce a powerful poster for the 2024 May Day March in Los Angeles.
- The artwork served to inspire partners and the public to join us to march for worker rights, immigrant rights, and in solidarity with workers across the nation.
- Printed a limited edition 250 of these posters for those who made a donation or became a dues-paying CHIRLA member.



- Partnered with former farmworker & Mexican artist, Narsiso Martinez to showcase the contributions of immigrant workers and ask the question- who feeds America?
- I introduced Narsiso to CHIRLA's Executive Director as an opportunity to use art & culture to drive narrative change. Later that year, Narsiso was honored at the organization's Annual Gala.



- Partnered with South-Central Los Angeles & undocumented Oaxacan artist Pepe.teadoro to create a series of images and motion videos that highlight key messages and show immigrant culture.
- Our goal was to shift the conversation away from criminality and show community support for immigrants from an artist who has lived experience.



- Partnered with Bay-area artists and cultural strategist Favianna Rodriguez on a series of images & posters to promote our scholarships for Dreamers.
- Our goal to create powerful and attention grabbing imagery to engage young people to apply for TheDream.US scholarships and to spread the word via social media and email/text outreach.

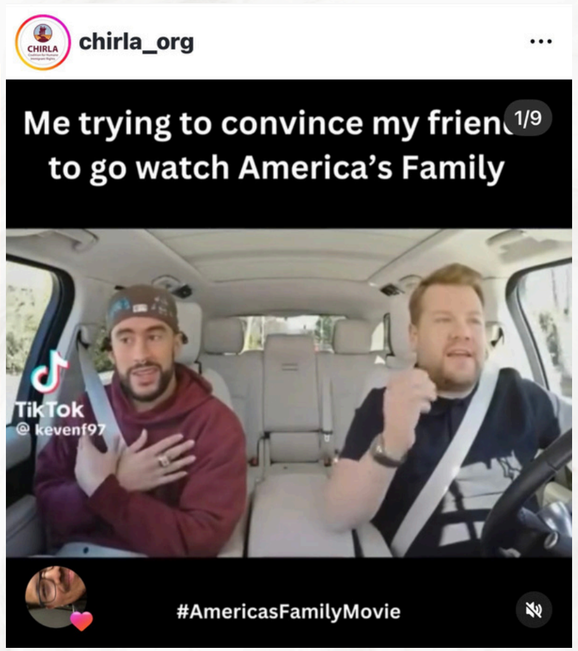
POPULAR CULTURE TO DRIVE ENGAGEMENT & NARRATIVE CHANGE

- Winning the battle for attention, emotion, and meaning requires creativity and the ability to use cultural moments & public figures to breakthrough the noise and get in people's feeds to drive engagement & deliver a message.
- Proven track-record of implementing popular culture strategies that increase conversions and drive conversations. Ability to develop an authentic voice and avoid pitfalls.
- Well-versed in meme culture. Rapid response to react to cultural moments in real-time. Build the trust and communications infrastructure to create content and get it approved as fast as possible.









VIRAL CONTENT & BEST PRACTICES



watch video

- 2.8+ million views, 6k+ post comments.
- Best practices include:
  - Timely: Ximena testified in front of Congress after being detained by ICE. Her story had already garnered media attention.
  - Vertical video with a descriptive headline at the top and captions at the bottom.
  - Video edited down from 5 min speech to 2 mins.
  - We prep Ximena before the congressional testimony and helped her write her speech.
  - Video includes personal story, emotional moments, and taps into the political conversation online.



watch video

- 558+ views, 1,501 post comments.
- Best practices include:
  - Collaboration: Content collaboration with other pages & creators is key to building engagement.
  - Develop a deep & authentic relationship with Narsiso, an immigrant artist. His story and farmworkers theme artwork was a great fit for the organization.
  - First person story accounts work very well to go beyond victimhood and focus on their talents & dreams.
  - The collaboration went beyond this video. Narsiso created artwork for our campaigns and was given an award for his work during our annual gala.

WRITING SAMPLES

SAMPLE PRESS RELEASE

“TALENT KNOWS NO STATUS” – THEDREAM.US ANNOUNCES OPENING OF NEW APPLICATION ROUND FOR DREAMERS’ SCHOLARSHIPS

October 31, 2025

THE DREAM.US

For Immediate Release: October 31, 2025

Contact: Fermin Vasquez at fermin.vasquez@thedream.us

“Talent Knows No Status” – TheDream.US Announces Opening of New Application Round for Dreamers’ Scholarships

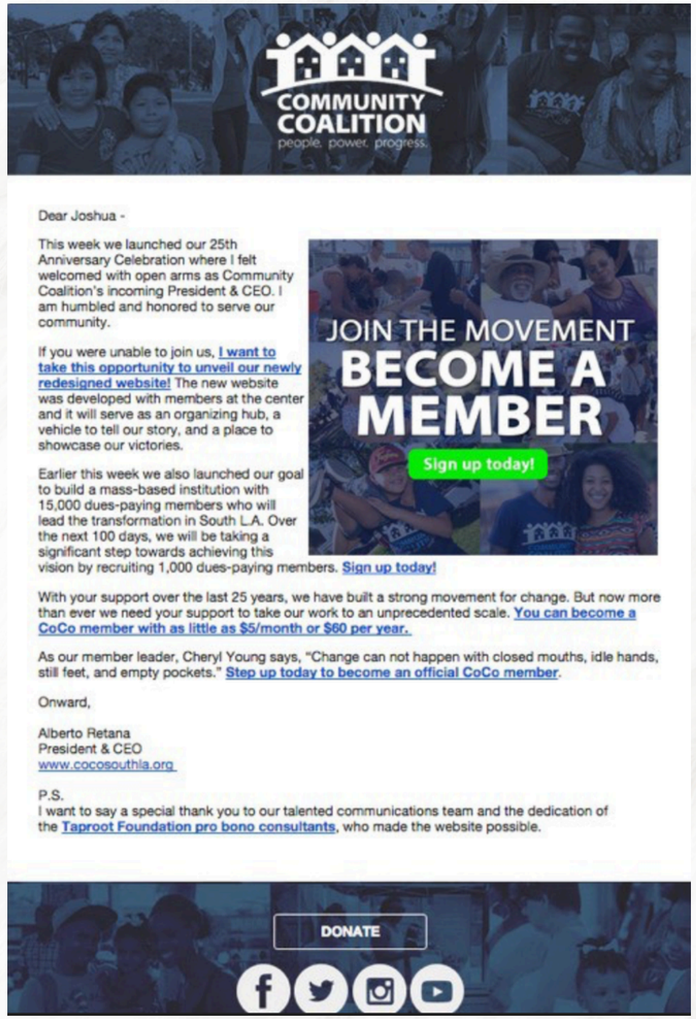
Find out more and how to apply at: https://www.thedream.us/scholarships/

Washington, DC – TheDream.US today announced **its newest scholarship application round will open on November 1st (*details here*)** to support the higher education and career goals of Dreamers with and without Deferred Action for Childhood Arrivals (DACA) and Temporary Protected Status (TPS).

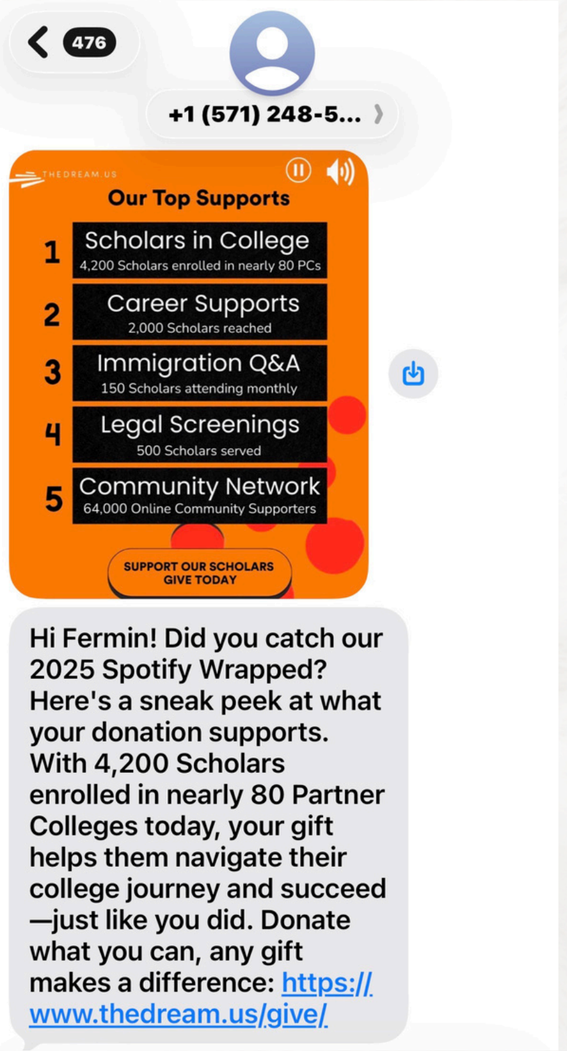
TheDream.US, the nation’s largest and leading organization supporting Dreamers at the intersection of higher education, workforce development, immigration, and advocacy, has awarded more than 12,000 college scholarships for highly motivated undocumented students in its more than a decade of operation, guided by the belief that **talent knows no status.**

Full Release

SAMPLE MASS EMAIL BLAST



SAMPLE MASS TEXT

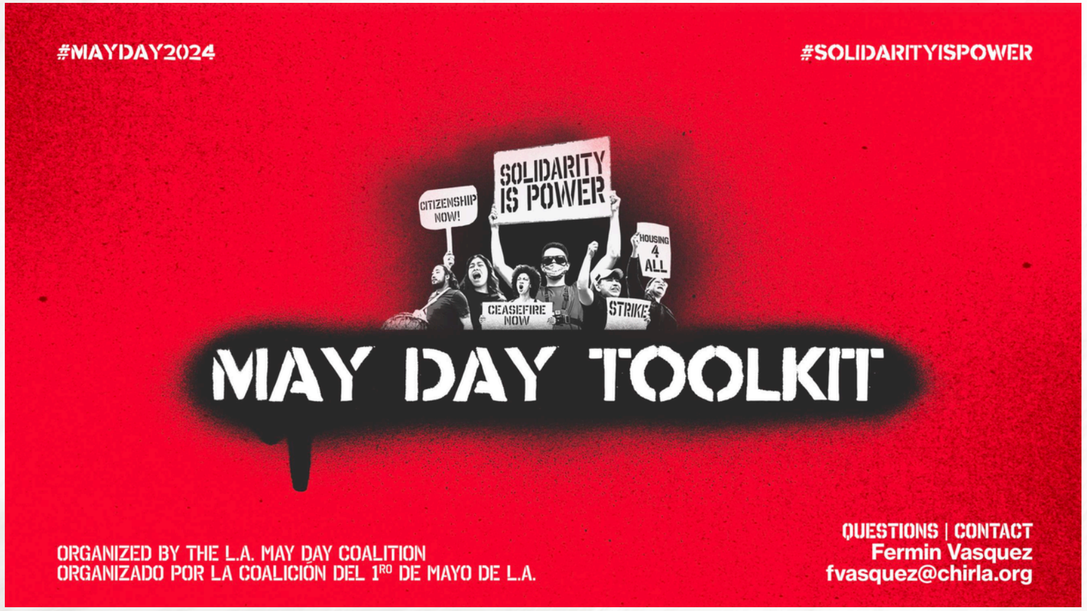


SAMPLE TOOLKITS



SAMPLE CAMPAIGN TOOLKIT

- Toolkit was developed for a national campaign called "All In for Registry" to promote a path to citizenship bill that was introduced in Congress.
- The toolkit includes framing & messaging, sample social media posts, graphics, videos, posters, banners, printable flyers, and template materials. Bilingual toolkit in Spanish.



MAJOR EVENT TOOLKIT

- Toolkit was developed for a major event- the 2024 May Day March in Los Angeles, CA. Toolkit was developed primarily for more than 100 coalition partners.
- The toolkit includes key messages, graphics, videos, sample press release, media advisory, printable materials, artwork, mass email sample, march route, and endorsing organizations.

TWO-PAGE SAMPLE TOOLKIT


THE DREAM.US
TALENT KNOWS NO STATUS

TOOLKIT THEDREAM.US APPLICATION ROUND IS OPEN

HELP ENSURE DREAMERS GET WORD OF HOW TO MAKE THEIR HIGHER EDUCATION AND CAREER GOALS COME TRUE

Instagram: @thedream_us | LinkedIn: TheDream.US | TikTok: @thedreamus

TheDream.US is the nation's largest and leading organization supporting Dreamers at the intersection of higher education, workforce development, immigration, and advocacy.

We are excited to open our newest scholarship application round on November 1, 2025, to expand higher education opportunities for highly motivated undocumented students, with or without DACA or TPS. In our more than a decade of operation, we have awarded more than 12,000 scholarships, partnering with close to 80 Partner Colleges in 20 states and Washington, DC.

As current TheDream.US Scholars and our Alumni can attest, we believe that...

Talent Knows No Status!

Two Types of Scholarships

Opportunity Scholarship

TheDream.US Opportunity Scholarship is for undocumented students who live in targeted locked-out states where they are either required to pay out-of-state tuition or prohibited from enrolling in the state's colleges and universities altogether. This scholarship is for up to $100,000 in total for a bachelor's degree at one of our Opportunity Partner Colleges. **Deadline for Opportunity Scholarship applications is January 31, 2026.**

National Scholarship

TheDream.US National Scholarship is for undocumented students who are eligible for in-state tuition, or are attending a private partner institution, to attend a Partner College in their state or online, at one of our National Partner Colleges. This scholarship is for up to $16,500 for an associate's or up to $33,000 for a bachelor's degree, and up to $6,000 in stipends at one of our National Partner Colleges. **Deadline for National Scholarship applications is February 28, 2026.**

THANK YOU

SO MUCH!

PORTFOLIO BY FERMIN VASQUEZ

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