

# **SYDNEY WATNICK**

SydneyJillWatnick.com | [watnicks@gmail.com](mailto:watnicks@gmail.com) | (917) 703-7610

## **PROFESSIONAL EXPERIENCE**

**Field Director**, North Carolina Democratic Party, Raleigh, NC May - November 2018

- Developed and oversaw the execution of a historic \$2.4 million coordinated campaign budget to make strategic voter contact investments (digital ads, mail, and door/phone/text) in 33 targeted legislative races on behalf of Gov. Cooper's Break the Majority.
- Served as the executive strategist, manager and political point of contact for the Coordinated Campaign in a year when there were only legislative races on the ballot. Built relationships with partners such as the DNC, Democratic Legislative Campaign Committee, NC Democratic Party, DCCC and NC Legislative Caucuses to secure and maximize funding and resources for the program.
- Wrote and executed a first-of-its-kind statewide legislative field program to flip 15 legislative seats and break the GOP Supermajority in both chambers. Six red-to-blue pickups were decided by under two points.
- Directly managed a leadership team of nine, including a Voter Protection Director, Operations Director & Data Director. Led the hiring and staff development for a field staff of 69, including two Deputy Field Directors, a Texting Director, seven Regional Field Directors, and 54 Organizers who knocked on 560,000 doors, sent 1.4 million text messages, and made 2 million phone calls. In the field, Organizers recruited 11,102 volunteers to take action in targeted districts, including 6,994 who had not taken action on a campaign before.
- Worked with a team of four consultants and five vendors to implement a mail and digital turnout program, to update Gov. Cooper's digital assets, to construct a legislative support score, and to run a paid canvass program.

**Outreach Consultant**, WomenCount.org, New York, NY January - April 2018

- Designed digital partnership plan with principals such as Sen. Gillibrand, Sen. Duckworth, Sen. Shaheen & Sen. Hirono to grow email list and crowd fund \$1.7 million for female candidates in 2018.
- Completed the Emily's List Finance Training in February 2018.

**Regional Field Director**, Ralph Northam for Governor, Charlottesville, VA July - November 2017

- Coached six organizers and 27 fellows to create a volunteer-team driven and canvass focused program in the most geographically diverse region in VA. Was top region in state for key metric of unique volunteers per staffer.
- Directed a record breaking off-year GOTV in central Virginia and the Shenandoah Valley in which 65 leaders trained 1,274 volunteers to knock on 84,215 mobilization doors during final four days. Increased turnout in the heavily Democratic city of Charlottesville by 36% compared to the 2013 gubernatorial race.
- Ran a persuasion program to knock on 87,392 doors in the first 165 days of the campaign, collecting commit to vote cards from 4,409 committed supporters for the Democratic ticket.

**Coordinator for Office of Arts and Entertainment**, Planned Parenthood (PPFA), NYC January - June 2017

- Pitched partnerships through social content, press appearances, op-eds and other special projects to publicists and celebrities to amplify Planned Parenthood's organizing efforts during the first six months of Trump's presidency.
- Responsible for talent (recruitment, press, logistics, speaking program) for PPFA's 100th Anniversary Gala.

**Regional Organizing Director**, Hillary for America, Wilkes-Barre, PA May - November 2016

- Led ten organizers and 1,066 volunteers in goal-focused culture; leading the team to knock on an unprecedented 40,042 doors and to be in the top five regions out of 45 regions statewide for key metric of unique volunteers.
- Directed a voter registration program in the critical bellwether of Luzerne County that resulted in 5,119 new registrants accounting for 90% of all new registrants within Luzerne County.
- Partnered with civic organizations and Latino community leaders to register first time voters; ran eight organizing meetings entirely in Spanish, oversaw bilingual turnout program with 80 Spanish-speaking volunteers.

**Organizer**, Hillary for America, Charleston, SC August 2015 - April 2016

- Built relationships with 20 African-American churches and recruited four neighborhood teams & 225 volunteers.
- Deployed to Raleigh, North Carolina for Super Tuesday and to rural Maine for Delegate Protection in April.

**Regional Organizing Director**, Next-Gen Climate Iowa, Ames, IA

April - August 2015

**Field Assistant**, Jeanne Shaheen for U.S. Senate, Manchester, NH

June - November 2014

## **EDUCATION**

**Kenyon College**, Bachelor of Arts, Studio Art and American Studies with Distinction

May 2014