

Quentin L. Marquez

Atlanta, GA

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Sales director, digital marketing expert, strategist and communications consultant, with a passion for working with corporations, candidates, elected officials, and organizations across the country to develop strategies to spread their message to voters, constituents, and activists. Extensive experience working on campaigns, with foundations, independent expenditure committees, and non-profit organizations. Known for the ability to organize, gain consensus, work in collaboration, and create/execute strategies that improve clients' return on investment.

KEY SKILLS & COMPETENCIES

Digital Advertising | Consultation & Analytical Skills | Strategic Planning
Media & Brand Development | Public Affairs | Resource Management | Civic Engagement | Problem Solving
Social Listening | Business Development | Public Policy | Grassroots Campaigns | Presentation & Communication Skills
Political Strategy | Government Relations

PROFESSIONAL EXPERIENCE

POLITICOIN

Remote

Director of Business Development

January 2024 – March 2024

PoliticoIN is an award winning digital consulting and communications firm specializing in online fundraising for candidates and non-profits.

- ❖ Created industry standard sales processes as the firm's first business development director
- ❖ Led pitches with national committees, campaigns, and non-profits
- ❖ Developed pitch material and online fundraising strategies for the firm

THE PROSPER GROUP & EVEREST COMMUNICATIONS

Remote

Director of Sales & Strategy | Client Strategist | Digital Grassroots Strategist

September 2019 – November 2023

Both firms specialize in developing digital strategies for campaigns, corporations, advocacy efforts, trade associations, and causes. Managed millions of dollars in digital advertising campaigns. Services offered include Public Relations, Online Advertising, Email Marketing, Social Media, Advocacy, Crisis Communications, and Persuasion Campaigns, Social Listening.

- ❖ Directed client communications strategy, with a focus on continued business development
- ❖ Sold over \$6M in advertising and consulting services to organizations across the country
- ❖ Managed +\$10M in digital advertising campaigns across multiple national clients
- ❖ Utilized specialty in franked digital ads, working with official congressional offices to maximize reach online via advertising, highlighting constituent services, and conveying the government's COVID-19 response through messaging
- ❖ Nominated for "Pollie Award" for work on Alaska ballot measure 2, expanding election choice and restricting dark money

THE PROSPER GROUP & EVEREST COMMUNICATIONS

Remote

Account Manager | Senior Account Associate | Account Associate

January 2018 – September 2019

Moved from Axiom Strategies to The Prosper Group as a result of a strategic partnership formed between the two firms.

- ❖ Promoted to senior account associate within 1 year
- ❖ Managed 75+ clients, maintaining a 9/10 client rating
- ❖ Raised \$700K+ via online fundraising
- ❖ Built email lists via online advertising and prospecting, reaching 300,000+ contacts
- ❖ Wrote and deployed fundraising emails on behalf of 75+ clients, utilizing polling and research to develop winning strategies
- ❖ Directed reporting and analysis for clients from their digital ad performance, making data-driven changes to ensure ROI goals are achieved

AXIOM STRATEGIES

Kansas City, MO

Digital Account Manager

December 2016 – December 2017

Axiom Strategies is a full-service consulting firm that specializes in general campaign strategy, direct voter contact, field strategy, political polling and analysis, media buying, campaign compliance, fundraising, opposition research, and public affairs. Served as the main copywriter for the digital team, developing and implementing digital best practices. Responsible for building out a digital organization that would go on to serve over 75 clients before being folded into The Prosper Group as part of a strategic partnership between the two firms.

- ❖ Sole independent contractors extended offer for full time employment to serve as the first account manager at firm
- ❖ Created and executed email fundraising programs, reaching millions of registered voters
- ❖ Acquired 10,000+ emails via online acquisition advertising

AXIOM STRATEGIES

Kansas City, MO

Copywriter & Account Manager (Contractor)

April 2016 – November 2016

Worked as a copywriter and account manager for the voter contact department at Axiom.

- ❖ Crafted political direct mail pieces and produced digital advertisements which led to 86%-win record during 2016
- ❖ Served 50+ clients over campaign cycle, ensuring polling and research was integrated into an impactful direct mail plan

THE IOWA CAUCUSES

Des Moines, IA

Des Moines Regional Field Director

September 2015 – April 2016

Served as regional field director in Polk County (Des Moines, IA). Accountable for field organizing, volunteer recruitment, and grassroots advocacy.

- ❖ Provided operational support within the planning, organizing, and execution of the 2016 Iowa Caucuses
- ❖ Trained 200+ volunteers in the Des Moines metro area on caucus protocol, registering, and vote tabulation reporting
- ❖ Led volunteer recruitment for thousands of volunteers to staff the 1,800 caucus locations around the state
- ❖ Planned, organized, and executed the most successful Iowa Caucus in history
- ❖ Met with and recruited 100s of grassroots volunteers in Des Moines metro area

LAW FIRM OF KINNAMON, KINNAMON, RUSSO, MEYER, KEEGAN & FARSWORTH

Iowa City, IA

Undergraduate Clerk

March 2013 – May 2014

Served as undergraduate clerk with responsibility for maintaining the firms filing system, including filing updates with new discovery and casework. Took a lead role in filing new briefs and discovery with the clerk of court in Johnson County Iowa. Prepared and updated 100s of filings and gained insight into the inner workings of the criminal justice system.

INTERNSHIP EXPERIENCE

Intern | Iowa Secretary of State's Office

Leadership Intern | Dan Dolan, CONGRESSIONAL CANDIDATE IN IOWA'S 2ND DISTRICT

Intern | Tom Latham, CONGRESSMAN IN IOWA'S 3RD DISTRICT

AWARDS & RECOGNITION

Speaker, University of Iowa's "On Iowa" program (2012-2014) promoting University activities to 4,000 incoming college freshmen

Award Winner, Mosaic International Outreach (for commitment to youth in Africa)

Eagle Scout Achievement, Scholarship program to benefit students in Tanzania, Africa (2011)

National Semi-finalist, The National Forensics League Tournament in Congressional Debate (2011)

EDUCATION

Bachelor's Degree in Political Science & International Relations, Certificate in Entrepreneurship

University of Iowa (2015)