

Colin M. Delgado

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PROFESSIONAL EXPERIENCE

Right Country Lists, Campaign Solutions

Director of Email Marketing, Alexandria, Virginia

4/2020 – Present

- **Raised a cumulative \$80 million in revenue and deployed a cumulative total of 4.0 billion emails**
- Manage RCL email marketing operations including: company wide data driven decisions, analytics and list data management, rentals, prospecting, KPI, ROI, IPM, MTA, maintaining trackers and calendars, reporting, monitoring dashboards, oversee the coding and deployment of emails, A/B testing, list setup and segmentation, clicks and engagement, deliverability, handling DMARC integration, etc.
- Manage backend client onboarding processes and systems integration, build automated email marketing inflows and outflows, ensure end-to-end tracking and measurements, etc.
- Manage projects for large strategic partners including the NRSC, RNC, NRCC, Majority Makers Fund, etc., as well as external prospecting relationships.
- Manage overall email marketing strategy to meet creative direction, client objectives, manage relationships via regular updates, meetings, and reports to ensure the success of related operations
- Collaborate with both account managers and the creative team in relations to content strategies and objectives
- Manage RCL business development in relations to negotiating contracts, maintaining relationships, contacting potential clients, business proposals, rates, finding new data and list partners, travel to business conferences, etc.
- Extensive systems and programs familiarity: Spark Post, Spamhaus, Big Query, SQL, Winred, Data Studio, Iterable, MailChimp, Paramount, Adobe Dreamweaver, Photoshop, Google Analytics, Salesforce, M2X, Asana, Tableau, Harvest, DOMO, Excel, PowerPoint, Word, Airtable, etc.

Engage Texas SuperPAC

Assistant Regional Director, Region 1, Dallas Fort Worth Area, Texas

3/2019 – 4/2020

- Responsible for managing 100 paid staffers and coordinating regional field operations including hiring, firing, monthly reviews, phonebanks, canvassing, events, voter registration, petitions, protocol, script, training, media training, etc.
- Reported directly to the Regional Director, traveled daily to oversee all field operations, etc.
- Maintain relationships with county and city officials, regularly visited government offices to ensure proper procedures were being followed, etc.
- Oversee the regional field operation in the following counties: Collin, Dallas, Denton, Kaufman, Rockwall, Smith, Tarrant
- Doors knocked: 12,000; Petition Signatures: 52,336; Voter Registrations: 13,629
- Maintained detailed reports, updated excel trackers, reviewed precinct statistical data, constructed strategic assessments
- Used a variety of tools including GOP Data Center, i360, Advantage CRM 3.0, Red Dialer, Smart Communicator, etc.

Congressional Leadership Fund SuperPAC

Field Director, New York 19th Congressional District

8/2018 – 2/2019

- Oversaw all field operations in relations to staff (4) & interns (4), canvassing, phone banks, and National Days of Action
- Exceeded all weekly door goals totaling: 117,380; Exceeded all weekly call goals totaling: 220,000
- Used a variety of tools including GOP Data Center, i360, Advantage CRM 3.0, Red Dialer, Smart Communicator, etc.

Claudia Tenney for Congress

Field Director, New York 22nd Congressional District

5/2018 – 8/2018

- Managed the responsibilities and recruitment of campaign staff (2) & interns (10+)
- Oversaw all field operations in relation to canvassing, phone banks, and National Day(s) of Action

PERSONAL EXPERIENCE

University Club, Washington, District of Columbia

5/2022 – Present

American Association of Political Consultants

5/2022 – Present

Ancient Order of Hibernians, Alexandria, Herbert-Cady Division

3/2022 – Present

Young Republicans, Washington, District of Columbia

6/2021 – Present

Knights of Columbus, Alexandria, Chapter 459

9/2019 – Present

EDUCATION

Rockefeller College of Public Affairs & Policy, University at Albany
Bachelor of Arts in Political Science