

MARK TORRES

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Summary

Self-driven professional with entrepreneurial, community, and organizational development background. Extensive knowledge in strategic stakeholder engagement, public policy, and legislative process. Has served in newly created positions, managing various new initiatives and teams. Comfortable in new situations with both independent and team work. Strong affinity for relationship building and collaboration.

Skills

- Government affairs
- Partnerships
- Legislative research & interpretation
- Coalition participation
- State & federal collaboration
- External consultant management

Professional Experience

- 04/2018 - Current Senior Strategist
Spot-On Ads & Analytics
San Francisco, CA
 - Responsible for new customer acquisition and identifying key partnerships with political consultants, public affairs firms, labor unions, and advocacy groups.
 - Effectively developed and fostered relationships with firm external consultants to tactically plan and execute digital ad buys.
 - Collaborated with clients to develop advocacy outreach programs using digital ads to help influence legislation.
 - Developed and implemented strategy to drive company into new markets through strategic partnerships with political consultants, public affairs firms, and labor unions.
 - Increased Spot-On brand awareness at conferences and meetings with leaders of campaigns, Independent Expenditures, and Political Action Committees.
- 05/2016 - 03/2018 Director of Business Development
Organizer, Inc.
San Francisco, CA
 - Responsibilities included new customer acquisition, customer retention, and identifying key partnerships with political consultants, public affairs firms, and labor unions.
 - Successfully created and cultivated relationships with C-Level Executives, Directors, and Managers on app adoption and launch.
 - Implemented strategy to drive company into new markets through strategic partnerships.
 - Principally responsible for creation and submission of Requests for Proposals (RFP).
 - Responsible for 90% of team quota in Q4 2017. 80% of team's overall quota in Q2 2017.
 - Major Account Wins include: Five Corners Strategies, Cornerstone Solutions Team, Field Strategies, AFSCME, SEIU, United Domestic Workers, 3 Degrees, Jane Kim for State Senate (CA), Michigan Democratic Party, and Stacey Abrams for Governor (GA).
- 06/2015 - 04/2016 Account Manager
SurveyMonkey, Inc.
(formerly TechValidate Software, Inc.)
Emeryville, CA
 - Successfully oversaw, managed, and coordinated execution of client engagement project deliverables in tandem with Project Managers.
 - Responsible for account renewals and net retention with existing customers and identifying opportunities for multi-year engagements, cross-sell, and up-sell opportunities.
 - Finished 123% to quota in 2015, finished 90% to quota in 2016.

<ul style="list-style-type: none"> 10/2013 - 06/2015 	<ul style="list-style-type: none"> Paychex, Inc. San Francisco, CA 	<ul style="list-style-type: none"> Small Business Consultant Effectively managed relationships with Certified Public Accountants, banks, insurance brokers, and clients. Responsible for client acquisition and client growth within assigned territory. Provided compliance updates to small businesses in order to ensure compliance with San Francisco and California Labor Laws. Closed \$12,000 in FY14 in new business, closed \$112,000 in FY15 in new business.
<ul style="list-style-type: none"> 01/2011 - 09/2013 	<ul style="list-style-type: none"> University of California, Merced Fresno, CA 	<ul style="list-style-type: none"> Project Manager Successfully collaborated with State and Federal elected officials to promote the UC Merced SBDC Regional Network in the Central Valley of California in order to provide aid to approximately 60,000 small businesses annually in Central California. Monitored and assessed regulatory and legislative developed, assessed impact. Identified opportunities to secure program funding through legislative process.
<ul style="list-style-type: none"> 01/2009 - 12/2010 	<ul style="list-style-type: none"> U.S. House of Representatives Fresno, CA 	<ul style="list-style-type: none"> Staff Assistant Managed constituent casework and inquiries by navigating complex governmental structure and legislative processes. Enhanced Congressman Costa's relationship with district by managing portfolio of various political and community leaders, speaking and representing Congressman. Analyzed developments in federal legislation, interpreted impact and influence on Congressional district. Drafted and managed Congressman's personal correspondence with constituents, elected officials, and community leaders.

Education

<ul style="list-style-type: none"> 2011 	<ul style="list-style-type: none"> Fresno, CA 	<ul style="list-style-type: none"> Masters in Public Administration California State University - Fresno
<ul style="list-style-type: none"> 2008 	<ul style="list-style-type: none"> Fresno, CA 	<ul style="list-style-type: none"> Bachelor of Arts in Liberal Studies California State University - Fresno