

# MATTHEW J. FARRAUTO

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## EXPERIENCE

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### THE EVANSTON ROUNDTABLE

#### *Freelance Reporter*

**Feb. 2024 – Present**

Cover a wide range of public events and community issues, including analysis and public commentary, on behalf of local news nonprofit in the City of Evanston, Illinois, just north of Chicago.

### CONSULTANCIES

#### • *Rust Belt Rising Communications Committee Member*

Remote

**Apr. 2020 – Present**

Joined respected communications professionals in advising the executive director on messaging for Democratic candidates from Wisconsin to Pennsylvania, in the area known as the Rust Belt; authored blast emails, and conducted interviews with state legislative and congressional candidates for the purposes of drafting numerous unique opinion pieces *pro bono*, generating earned media in local news outlets and social media content for the campaigns, and boosting down-ballot turnout in a region critical to the Democratic presidential nominee's victory.

#### • *Planned Parenthood Advocates of Wisconsin "Get Out The Vote" (GOTV) Consultant*

Hybrid Remote / Wisconsin

**Sep. 2024 – Nov. 2024**

Worked to manage and facilitate door-to-door canvassing operations in battleground Wisconsin during critical months of GOTV outreach efforts, building team capacity for the nonprofit's electoral organizing efforts and its pursuit of reproductive health and freedom. Together, the roughly 60-person canvassing team knocked on tens of thousands of doors and had face-to-face conversations with thousands of voters, advocating for endorsed candidates in a narrowly divided electorate that decided its top-of-the-ticket races by less than a one percent margin.

#### • *For Our Future – Wisconsin Training Director*

Hybrid Remote / Wisconsin **Mar. 2023 – Apr. 2023; Sep. 2022 – Nov. 2022; Oct. 2020 – Nov. 2020**

Implemented training program for new organizing staff in a critical presidential battleground state; recruited, interviewed, hired, and trained door-to-door canvassers and remote phone bankers in cooperation with national field operation, equipping new team members to more effectively conduct voter outreach and deliver persuasion messages; operated remotely and under significant time constraints; and canvassed during GOTV drive.

#### • *Project HOPE Media Advisor*

Remote

**Feb. 2023 – Mar. 2023; Mar. 2022 – Jul. 2022**

Consulted on media relations for international global health nonprofit delivering medical supplies and humanitarian assistance to communities around the world, war-torn Ukraine in particular; fielded media inquiries, arranged high-profile interviews for the organization's principals, drafted op-eds and video scripts, and issued press releases.

#### • *B&S Europe Outreach Consultant*

Remote, and Washington, DC

**Oct. 2021 – Dec. 2021; Sep. 2019 – Dec. 2019**

Identified and engaged targeted audiences on behalf of the European Union Delegation to the United States for a series of policy-specific events designed to build cultural awareness in transatlantic relations.

#### • *New Jersey Democratic State Committee Communications Director*

Washington, DC and Trenton, New Jersey

**Mar. 2017- Mar. 2019; Sep. 2013-Aug. 2016**

Engaged press corps as on-record spokesperson; crafted communications to supporters and the media on behalf of state Democratic officials across multiple social media channels; and oversaw the interactive website and contact management platform. Party committee's accomplishments during tenure include re-election of U.S. Sen. Bob Menendez Sr.; election

and reelection of U.S. Sen. Cory Booker; retaking of governor's mansion; sizable electoral gains within the congressional delegation, state legislative majorities, and county government; and establishment of constituency caucuses.

- ***“Vote No on Measure C” Social Media Director***

Redondo Beach, California

**Jan. 2017 – Mar. 2017**

Created and managed content on multiple social media platforms in campaign to defeat a contentious ballot measure in Redondo Beach, California; produced high-quality video testimonials from members of the local community; and guided an online advertising budget. Successfully garnered tens of thousands of views.

- ***Grassroots Solutions Consultant / Independent Contractor***

Washington, District of Columbia

**Oct. 2012 – Nov. 2012; Apr. 2008 – Jul. 2008**

Administered Labor-funded 100 person get-out-the-vote canvass in Ohio's Cuyahoga County, including check writing; led set-up and recruitment of the door-to-door campaign in Kentucky's Fayette and Madison counties for the state Democratic Party. Also managed GOTV operations for a client in contested congressional primary during 2008 election cycle; and recruited for, planned, and ran campaign activist training camps in multiple states on behalf of the Human Rights Campaign.

- ***Gaw for Congress Campaign Manager***

Holts Summit, Missouri

**Mar. 2008 – Apr. 2008**

Led late-breaking, open-seat congressional campaign through intense month of first quarter Federal Election Committee (FEC) activity that raised more than \$100,000; managed fundraising database conversion; created program for chasing and tracking pledges; and wrote fundraising solicitations, email blasts and follow-up correspondence.

## **TREATMENT ADVOCACY CENTER**

### ***Communications Director***

**Sep. 2017 – Sep. 2019**

Represented dynamic national nonprofit in efforts to eliminate barriers to treatment for people with severe mental illnesses. Day-to-day responsibilities included managing the communications team, publishing, and promoting research reports, drafting materials including email blasts and op-eds, helping supporters develop and share moving testimonials, implementing paid social media campaigns and generating content across several digital platforms, designing online advocacy engagements, facilitating news inquiries, and preparing detailed board reports.

## **PEACE CORPS**

### ***Director of Communications***

**Sep. 2016 – Jan. 2017**

Served as an appointee President Barack Obama, managing the federal agency's 25-person communications team. Advised the Peace Corps director and senior leadership on agency communications functions and public affairs concerns, internationally and domestically. Oversaw \$3.2 million budget; preparation of speeches, statements, advertisements, and use of official social media channels; overhaul of the agency's website; delivery of graphic design, video, and photographic services to agency departments; and development and implementation of the agency recruitment marketing plan, among other matters. Traveled to Costa Rica for review of programs and operations. Security clearance held: Secret.

## **NATIONAL DEMOCRATIC INSTITUTE FOR INTERNATIONAL AFFAIRS**

- ***Election Analyst***

Tirana, Albania

**May 2013 – Jun. 2013**

Analyzed Albanian political actors' compliance with the country's election code during the run-up to June 23, 2013 parliamentary elections; observed administration of proceedings by Central Election Commission; evaluated political landscape, campaign rhetoric, registration procedures, campaign outreach, and the use of government resources for campaign purposes; compared and contrasted election mission's observations with organization's preliminary recommendations and international election standards; and drafted periodic "election watch" reports for international and domestic audiences.

- ***Women's Summit Media Coordinator***

Pristina, Kosovo

**Aug. 2012 – Oct. 2012**

Served as coordinator for communications components of international women's summit in Pristina, Kosovo featuring leading American diplomats; drafted message framework and public communications; worked with local vendors, project clients and partners, including the country's president, and developed marketing theme for the event; produced event's

printed materials; managed media; created social media assets; coordinated translation into three languages; and provided additional logistical support.

### **WORLD WILDLIFE FUND**

#### ***Media and External Affairs Director for Business Engagement and Public Policy* Apr. 2011 – Jun. 2012**

Managed team of media outreach professionals and broad portfolio of issues at the U.S. headquarters of the world's largest conservation network, focusing on rainforest protection in Brazil, seafood production in Asia, and the effects of climate change in the Arctic, among other matters; fielded inquiries from global news outlets; coordinated press opportunities with organizational partners; advised senior staff in an effort to shift the practices of top companies toward sustainable commodity production, encourage government support for policy priorities, and protect pristine ecosystems. Wrote, edited, and published press materials; handled human resource and budgeting responsibilities.

### **U.S. CONGRESSMAN BRAD SHERMAN**

#### ***Senior Advisor and Communications Director***

**Dec. 2008 – Apr. 2011; Mar. 2001 – Apr. 2004**

Served as primary media contact and senior advisor on policy and politics; advanced work of House Foreign Affairs Subcommittee on Terrorism, Non-proliferation, and Trade; managed and elevated the congressman's online profile; administered robust advertising campaign budget for town hall meetings; authored op-eds, including monthly column; and supervised deputy press secretary. Represented congressional office on-record; pitched stories; arranged briefings with top reporters; handled logistics for interviews; and coordinated events in competitive Los Angeles media market.

### **COLORADO DEMOCRATIC PARTY**

#### ***Communications Director***

**Aug. 2008 – Dec. 2008**

Handled coordinated campaign communications during national convention in Denver and for General Election in this battleground presidential state; facilitated interviews between state chair and local, state, national and international media; represented state party as spokesperson in on-record print and live on-air broadcast interviews; spearheaded rapid response "bracketing" and "push back" events; served as a spokesperson for DNC Rules Committee; among other tasks.

### **HILLARY CLINTON FOR PRESIDENT**

#### ***Iowa Caucus "Hill Star"; New Mexico Steering Committee, Rapid Response***

**Nov. 2007– Feb. 2008**

Engaged in weeks of persuasion outreach with prospective participants in Iowa's first-in-the-nation presidential caucus; Also provided strategic guidance and assistance to core political operation in New Mexico, contacting key officials to compile endorsements; served as press advance; staffed events; and managed Election Day ride-to-polls program.

### **DEMOCRATIC PARTY OF NEW MEXICO**

#### ***Executive Director/ Communications Director***

**Apr. 2004 – Sep. 2007**

Managed all aspects of state party operations, including staff supervision, budget, FEC compliance, and coordinated campaign. Organized fundraising efforts, and party elections, including a 1,640-person pre-primary nominating convention. Worked with statewide, federal, and legislative candidates; oversaw voter file management; coordinated nominations for ballot vacancies; acted as point person for election-related lawsuits; represented party at national conferences; and, completed state's 2008 delegate selection plan. Served as spokesperson with media, implementing press schedules for national surrogates and leading negative critiques of GOP officials.

### **COURTNEY FOR CONGRESS**

#### ***Communications Director***

**Aug. 2002 – Nov. 2002**

Managed all communications with media in top-tier congressional election; acted as advisor on policy issues and strategy; addressed media in on-record statements; prepared briefings for national surrogates; developed and executed events to compliment earned media campaign; and staffed and prepped candidate for debates.

### **TIM BLACK FOR JUSTICE COMMITTEE**

#### ***Press Secretary***

**Sep. 2000 – Nov. 2000**

Prepared and executed response plan in state Supreme Court race; developed creative earned media opportunities to compensate for spending limits; coached surrogates on message; authored press releases; publicized appearances; and staffed candidate while stumping statewide.

## **JAN BACKUS FOR UNITED STATES SENATE**

### ***Communications Director***

**Apr. 2000 – Sep. 2000**

Created and implemented aggressive earned media strategy for statewide Primary Election campaign; coordinated all press events; built press list from scratch; acted as on-record spokesperson; drafted speeches and opinions for candidate; built and managed candidate's schedule; gathered petition signatures; engaged in get-out-the-vote activities.

## **BILL BRADLEY FOR PRESIDENT CAMPAIGN**

### ***Communications***

**Jan. 2000 – Mar. 2000**

Provided communications assistance during Iowa Democratic caucus, and as press secretary for the subsequent Primary Election in Missouri. Arranged and staffed one-to-one interviews with candidate and surrogates; facilitated media requests; pitched satellite television interviews; supervised press interns; and assisted with various research projects.

## **U.S. SENATOR RUSS FEINGOLD**

### ***Legislative Correspondent / Press Assistant***

**Feb. 1998 – Jan. 2000**

Held formal legislative discussions with constituents and lobbyists. Authored letters representing senator's views on a wide range of legislative issues, managed inquiries senator filed with federal agencies on behalf of constituents, staffed press conferences, maintained media database, and produced graphics for speeches on Senate Floor.

## **EDUCATION**

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**JOHNS HOPKINS UNIVERSITY**

M.A. Public Management, *Magna Cum Laude*, 2015

**UNIVERSITY OF WISCONSIN-MADISON**

B.S. Political Science, 1997