

## PROFESSIONAL EXPERIENCE

### **Partner and Co-Owner, New Deal Strategies**

Sept. 2019 - *Present*

A leading national progressive strategist, Camille has decades of political expertise and long and deep ties to the labor movement, both in New York City and across the country.

At New Deal, Camille oversees all political, labor, and community relations practices. Camille creates, drives, and manages campaigns for progressive and labor organizations and candidates from the ground up, overseeing every level of operations while simultaneously shaping compelling media narratives through successful communication strategies.

#### *Featured Examples:*

- Senior Advisor for National Working Families Party
- Senior Political advisor for the Service Employees International Union (SEIU); Included organizing and managing National Latino Civic Engagement Table, oversaw multi-million dollar Latino independent expenditure program in key 2020 battleground states, including NV, AZ, PA, and FL
- Advises the national Retail Workers Department Store Union (RWDSU)
- Developed political strategy as the Senior Advisor for Sen. Elizabeth Warren in NY
- Managed big-picture political strategy as General Consultant for dozens of political campaigns on the federal and local level (eg. Charles Booker for Kentucky 2020 and Cabán for Queens)

### **National Political & Legislative Director, Retail Wholesale Department Store Union (RWDSU), UFCW**

*RWDSU represents over 100,000 retail workers across the country*

March 2017-2019

- Oversaw the international union's electoral, legislative and policy agenda on behalf of members & served as Senior Advisor for the International President and Executive Leadership
- Managed winning organizing and legislative campaigns focused on the intersection of immigrant and worker rights, including the Carwashero and Amazon fight in New York State
- Served as spokesperson in media, as well at key national, political and labor tables such as the DNC, DCCC, Latino Victory Fund and various other boards representing the RWDSU
- Directed the union's multi-million-dollar Political Action Committee (*RWDSU Strength PAC*), cultivated high-level donor relationships, and increased direct PAC giving by 30% through direct individual donations

### **National Deputy Political Director, Service Employees International Union (SEIU)**

June 2016 - March 2017

*Represents 1.8 million members across the country*

- Coordinated a \$4 million independent expenditure effort for the union's 2016 Presidential campaign for Clinton
- Oversaw Spanish television and radio ad campaign in the Nevada Senate race, helping to propel Catherine Cortez Masto to victory as the first Latina Senator in U.S. history
- Coordinated & developed long-term campaigns in partnership with community organizations in key battleground states such as CO, VA, FL, NV & NM
- Collaborated with SEIU Executive Vice Pres. to develop Latino & immigrant rights polling/messaging to promote GOTV and member engagement in battleground states for 2016 Presidential and federal races

### **Deputy Commissioner, Communications and External Affairs, Department of Social Services, City of New York**

*Department of Social Services is \$3 billion agency for the City of New York*

July 2014 - June 2016

- Led the agency's political, policy and external communications strategy on homelessness & poverty
- Oversaw a team of 15 that included: Assistant Commissioner for Government Affairs, Communications Director, Press Secretary & Deputy Press Secretary, Director of Social Media and 5 outreach coordinators
- Managed rapid response and crisis management press and communications

### **Executive Director, UNITED NY**

April 2011 - July 2015

*UNITED NY was a \$10 million dollar not-for-profit organization focused on engaging low income and immigrant communities across New York, focused on changing the narrative around income inequality, locally and nationally*

- Directed a 50-person organization that advocated for low-income workers and led the team to help organize five of the largest demonstrations in NYC within five years
- Collaborated with labor principals, city, state and federal elected officials, grass top heads and progressive constituencies to engage on city and statewide legislative campaigns like Fight for 15
- Drafted and released over a dozen reports on income inequality, immigrant rights, corporate tax reform and municipal finance that were highlighted in national media outlets and recognized among policy groups
- Organized the New York City low wage table that included all major labor, community and faith leaders such as 1199 SEIU, 32BJ SEIU, HTC, CWA, NYCC, Make the Road NY and more to raise local minimum wage to \$15
- Coordinated a digital and communications program that reached tens of millions through earned and paid media, including the New York Times, the Today Show and CNN, elevating an anti-austerity narrative

#### **DEPUTY POLITICAL DIRECTOR, SEIU 32BJ**

February 2005 - April 2011

*32BJ SEIU is the largest building service union in the country with over 150,000 members*

- Directed and oversaw 32BJ's statewide political and legislative program and advised the president and officers on all key legislative, political and electoral programs in NY
- Ran the union's multimillion dollar PAC and managed the union's statewide electoral program that resulted in key local and statewide wins, including directing member-to-member and mail programs
- Served as spokesperson for the union at key political and labor tables, including the co-chair of the WFP, while representing the union at key events and meetings with mayors, governors and federal officials
- Managed the union's presidential program in New York and the Take Back the State Senate Initiative in 2010 and oversaw SEIU's \$1.5-million independent expenditure during the 2008 presidential campaign to elect Obama

#### **EDUCATION**

M.A. in Public Policy & Administration, Wagner School for Public Service at **New York University**

2017

B.A. in Political Science & Comparative Literature, **City University of New York at Queens College**

2001

**Boards:** New York Public Interest Research Fund, (NYPIRG), 21 in '21

**Publications:** Please request an addendum for list of articles and video clips. Articles have appeared online and in major national papers such as the New York Times, NY Daily News, Huffpost, Politico, Guardian, El Diario, local and national blogs. Freelance op-ed writer for Huffington Post: <http://www.huffingtonpost.com/camille-rivera/> and Colorlines contributor. Appeared in Live TV such as NY1, CNN, Headline News, and other national media outlets.