

VANESSA MARIE GRISKO

(b) (6)

PROFESSIONAL EXPERIENCE

Florida Coordinated Campaign—Orlando, FL

August 2020-November 2020

Deputy Distributed Director

- Led a digital team of six managers that built a bilingual text, call and email program that scaled to over 16K volunteers, the largest state digital volunteer team in the 2020 election cycle
- Developed outreach plan to create a tiered volunteer program that successfully sent 23 million texts and made 7.5 million dialer attempts into the state of Florida to identify and persuade voter support, and provide key voting information
- Designed and implemented a bilingual social media direct voter contact program reaching over 14K voters on WhatsApp, Instagram, Facebook, Twitter and LinkedIn with mobilization messaging
- Collaborated with political and coalition staff to implement targeted messaging across peer-to-peer texting and call programs to mobilize key constituencies in the state

Bernie 2020—Washington, D.C./Remote

November 2019- April 2020

Text Team National Organizer

- Built Spanish Text Team of 800 volunteers which included recruitment, training, retainment, daily updates & support
- Created resources in Spanish for volunteers to persuade, address policy questions and provide voting information
- Utilized data to establish goals for event recruitment and evaluate outreach strategy
- Crafted real-time messaging to align Bernie's policies to Latino/x communities
- Delegated management to a support-staff team in order to grow volunteer base and provide round the clock support

Goby, Inc.—Chicago, IL

May 2019- November 2019

Sustainability Consultant

- Oversaw business strategy, growth, contracts and lifecycle for 50+ key accounts utilizing Goby's enterprise SaaS sustainability platform
- Developed project scopes, adhere to timelines and analyze data to identify efficiencies and present key performance indicators to client stakeholders in order to continuously improve the sustainability performance of their portfolio
- Supported data collection and client submissions for ENERGY STAR, GRESB, LEED and City Benchmarking ordinances

Customer Support and Success Associate

February 2017-May 2019

- Responded to and troubleshoot client issues and requests through an email-to-case routing system in Salesforce
- Gathered requirements from clients and work cross functionally with the product development team to create, test and release new features and functionality
- Led webinars for end users focusing on navigational training, best practices and product optimization

Bright Beat

December 2016 – November 2019

Project Manager

- Strategized and implemented sustainable operations through vendor, community and patron engagement inclusive of client's goals to achieve zero waste at client events including responsible sourcing, environmental education, tracking metrics and showcasing outcomes

Grisko, LLC. —Chicago, IL

June 2016- February 2017

Account Coordinator

- Managed social media accounts for Ventra and presented monthly KPIs for client's media coverage
- Created communications strategies for project clients focusing on messaging, research, and influencer marketing
- Analyzed client's communication strategies and implemented public relations campaign to push new county and state policies specifically consulting with the American Heart Association to push Cook County sugary beverage tax

EDUCATION

University of Illinois at Urbana-Champaign

August 2012-May 2016

Bachelor of Science – Communications & Environmental Science, Distinction in Earth, Society, and the Environment

- Activities: Student Alumni Ambassadors, Gamma Phi Beta, Younglife, Illinois Tour Guide, Students for Environmental Concerns, TedxUIUC Marketing Director

International Sustainable Development Studies Institute- Chiang Mai, Thailand

January 2015-June 2015

- Intensive six-month research semester studying the relationships between political, social, and economic factors surrounding upland, lowland, and coastal communities in pursuit of creating a sustainable economy. Conducted 30 interviews with villagers, farmers, fishermen and gov officials, gaining competence of sustainable food systems, ecosystem restoration and policies
- Two-week internship on Fair Earth Farm – experimental farm researching food sovereignty and restorative agriculture

SKILLS

- Bilingual: Native Spanish
- Experienced in MS Office, Excel, Outlook, Salesforce, Outreach.io, Einstein Analytics, Jira, Asana, Atlassian, Texting tools: Spoke, ThruText, ThruTalk, Metabase, OutVote