

FEDERICO E. CURA

PROFESSIONAL SUMMARY

Mission-focused, bilingual/bicultural (Spanish/English) communicator, educator, advocacy trainer, and coalition builder. Interested in engaging in grassroots campaigns and training initiatives designed to elevate Latino and other progressive policy agendas at a federal, state, or local level.

SKILLS

- Communication experience advancing Latino engagement in grassroots campaigns
- Effectively collaborates with team to develop and test tactics, strategies, and messaging around mission-critical engagements
- Effective public speaker
- Stays informed about specific legislation, policy issues, and general political, media trends; opinion writer
- Special emphasis on Latino engagement through advocacy training and coalition building
- English for Students of Other Languages (ESOL) and Spanish instructor

WORK HISTORY

Promotor de Salud, Hispanic Institute for Blindness Prevention, 10/2015-present – Northern Virginia

- Conduct public outreach – with an emphasis on Latinos – in Northern Virginia to educate about the ACA, promote health insurance, and generate sales leads for team of bilingual insurance brokers.

Brand Ambassador, NeoNiche Strategies, 08/2015-present – Northern Virginia

- Participate in events in Arlington, VA and Alexandria, VA to promote public transportation, a regional bikesharing system, trip-planning tools, and other sustainable transportation choices.

ESOL and Spanish Teacher, Alexandria City Public Schools, Arlington Public Schools, Holy Family Catholic School, 09/2006-06/2014 – Virginia

- Grades K-12 and adult ESOL.

Voter Registration Fellow for Northern Virginia, Election Day Hotline/Call Center Captain, League of United Latin American Citizens (LULAC), Fall 2012 – Northern Virginia, Washington, DC

- Encouraged Latinos, other minorities, and community college students to register to vote and educated them on the importance of voting. Responsible for significant territory in Northern Virginia.

Public Relations Consultant, Chambers, Lopez & Gaitán LLC, 2004 – Arlington, VA

- Drafted press advisories, releases, and public service announcements to promote programs targeting the Latino community.
- Developed innovative programs and activities for client Sallie Mae Fund to improve Latino participation at colleges and universities.
- Oversaw Latino media and voter outreach efforts on behalf of Kerry/Edwards campaign.

Staff Reporter/Writer, American Public Transportation Association (APTA), 2000-2004 – Washington, DC

- Covered business and technology trends affecting the public transportation industry for APTA's weekly newspaper, *Passenger Transport*. Coverage included in-depth stories on transit security and related industry trends. Translated correspondence into Spanish.

Reporter/Associate Editor, *Inside FAA*, *Inside Washington Publishers*, 1997-2000 – Arlington, VA

- Covered national civil aviation, regulatory and legislative issues for this biweekly publication.

VOLUNTEER ACTIVITIES

TV and Radio Show Conductor, Producer, Marketing Committee's Co-chair, Arlington Independent Media (AIM) and WERA 96.7 FM, 08/2015-present – Arlington, VA

- Created show *Know Your Local Leaders* for radio and TV. Assist as in-house and field TV and radio producer and conductor. Collaborate with the AIM Board of Directors on comprehensive marketing and media outreach platforms, including bicultural design and program development initiatives.

Campaign volunteer for John Foust for Congress, Kathleen Murphy for Delegate, 2013-2014

- Participated in significant phone banking, canvassing, letter writing, drafting letters to the editor.

Training Participant, Planned Parenthood of Metropolitan Washington, DC, Inc., NARAL-Virginia, 2013-present – Northern Virginia (especially Manassas), Richmond

- Routinely assist with outreach events, publicity, and civic engagement efforts with Planned Parenthood and NARAL-VA. Have made several trips to Richmond, Washington, DC and in Northern Virginia to support their campaigns.
- Often engage in social media in support of their issues.

Social Media Assistance, League of Women Voters of Arlington, 08/2015-present – Arlington, VA

Trainer/Workshop Presenter, Values Matter Training & Research, 2005-2006 – Charlottesville, Arlington, VA

- One-on-one linguistic and strategic messaging training for Arlington County Board members and other elected officials, designed to mobilize swing voters.
- Gathered and analyzed cultural, educational, social and demographic data about the community to guide local program development.
- Developed innovative programs and activities based on analysis of political needs, trends and interests.

EDUCATION

Bachelor of Journalism, The University of Texas at Austin, 1995

- Recipient of Thomas Thompson Award in Journalism.
- Inducted into the Golden Key National Honor Society.

K-12 Teaching License: ESOL, Spanish, Journalism Instruction, University of Virginia, 2007

CERTIFICATIONS

Harnessing the Power of Facebook Advertising, Becker Digital Strategies (Webinar by ActionSprout), 2015

Social Media Fundamentals, New Organizing Institute, Washington DC, 2015

- Two-day, in-depth training emphasizing strategies for effective social media.

TV Studio Production, TV Field Production, Basic Editing for TV, Arlington Independent Media, 2015

Radio/Audio Production, WERA-LP 96.7 FM, Arlington, VA, 2015

Grant Writing for Social Change, Elevate, Washington, DC, 2014

REFERENCES

Sindy Benavides

Civic Engagement & Community Mobilization Director, League of United Latin American Citizens (LULAC)
(202) 596-6572 (cell), (703) 300-5683 (cell), sbenavides@lulac.org

Sen. Barbara A. Favola (D-31st)

State Senate, Virginia General Assembly (Serving since 2011)
(703) 969-6749 (cell), bfavola1@gmail.com

J. Walter Tejada

President, Virginia Latino Leaders Council
Executive Committee, Board of Directors, NCLR
Former Member, Chair, Arlington County Board
(703) 855-5909 (cell), waltertejada@yahoo.com

Kristin A. Goss, Ph.D.

President, League of Women Voters of Arlington, VA // Associate Professor of Public Policy Studies
and Political Science, Duke University
703-598-9455 (cell), kagoss@aol.com