

## PODER NC PAC 2024 Election Cycle Marketing Campaign

**Role:** Content Manager (Bilingual – English/Spanish)

### Project snapshot

PODER NC PAC is a mission-driven political action committee focused on supporting and elevating Latina candidates. During the 2024 election cycle, I worked as a bilingual Content Manager, creating and managing digital content to raise awareness of PODER NC PAC's programs and initiatives.

My work centered on newsletters, email campaigns, social media content, and online campaigns that made information clear, trustworthy, and accessible to bilingual audiences.

### Context & challenge

PODER NC PAC needed its programs, calls to action, and impact to be more visible to the communities it serves. Information about opportunities and initiatives existed, but it wasn't always reaching the right people in a consistent, clear, or engaging way—especially across different channels and language preferences.

The challenge was to:

- Increase awareness of programs and initiatives across email, social media, and web
- Communicate in a way that respects readers' intelligence and time
- Serve bilingual audiences equally well

# kathymendoza

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My role was to use content to connect those dots—turning complex or scattered information into clear, repeatable messaging across all digital touchpoints.

## What I did

As Content Manager, I planned, wrote, and adapted content across multiple channels, always with inclusion and clarity in mind:

- **Developed bilingual content for newsletters, email campaigns, and social media posts** to promote programs, fundraising efforts, and key initiatives.
- **Created clear, unbiased messaging** that explained what each program was, who it was for, and how to get involved—without overwhelming readers or inserting editorial bias.
- **Structured content for different levels of familiarity**, making sure both long-time supporters and first-time readers could quickly understand the essentials.
- **Adapted core messages for each channel**, adjusting length, tone, and format for newsletters, emails, and social media while keeping the core ideas consistent.
- **Collaborated with COOs** to align timing, visuals, and copy so that campaigns felt cohesive, not fragmented.

## Impact & results

The work strengthened how PODER NC PAC showed up online for its community:

- **Greater clarity and consistency** in how programs and initiatives were explained across email, social, and web.
- **More accessible communication for bilingual audiences**, ensuring that Spanish and English content carried the same clarity, respect, and level of detail.
- **Stronger foundation for future campaigns**, with clearer messaging patterns and reusable content structures that can be adapted in future election cycles.

## Skills demonstrated

- Bilingual (English/Spanish) campaign and marketing content

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- Multi-channel content strategy (email, newsletters, social, web)
- Clear, unbiased communication about complex or sensitive topics
- Audience-aware messaging for diverse and bilingual communities