

# MICHAEL PEÑUELAS

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**Professional Profile:** I am a campaign strategist, community organizer, and policy analyst. Intensely organized and deeply driven, I do my best work on teams. I loved working at HDCC.

**Skills-based proficiencies:** Training and managing staff; data analysis and voter targeting; framing and messaging; candidate training and management; and budgeting and office administration.

**Software proficiencies:** NGP VAN, R (coding language), ArcGIS, Microsoft Office, Google Suite, Spoke Rewired, Hustle, Callfire, GetThru, OutreachCircle, ISP, ActBlue, Nationbuilder, MailChimp

## Education:

M.S. in Environmental Policy and Management, Stanford University, 2014 – 2016, GPA: 4.017

B.S. in Earth System Science, *with Distinction*, Stanford University, 2011 – 2016, GPA: 3.855

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## Experience:

Jan 2021  
– present

### Senior Strategist

*Prism West Consulting Group*

- I was the senior consultant to 7 candidates for the 2021 cycle. I won 4 and lost 3 in the General. I directed staff hiring and training; branding; message development; field and communications planning; design and copywriting for all digital and print materials; data analysis and voter targeting; press relations; and etc.
- My 7 candidates all raised their full budgets (totaling >\$345k), despite 5 being first-time candidates. I crafted fundraising plans for 6 of 7 candidates.
- As our firm grew from 2 to 5 employees, I co-led the project of optimizing project management and communication infrastructure. I identified, field-tested, and implemented new tools and structures, including Discord, Monday.com, and the “sprint” methodology.
- I led the precinct-level data analysis for 13 candidates, informing field, mail, and digital targeting across Pierce, King, Snohomish, and Whatcom counties.

Apr 2020  
– Jan 2021

### Political Research Manager

*Clean and Prosperous America PAC / 5 hours per week*

- I advised a new PAC on \$1.8 million in IE spending in AZ, GA, NC, & IA in the 2020 cycle, and in GA in the 2020 runoff.

Mar 2020  
– Dec 2020

### Regional Campaign Director

*WA House Democratic Campaign Committee — HDCC*

- I led support work for candidates in LDs 10, 19, and 42. I helped successfully defend 2 of 3 vulnerable incumbents (10 & 42) and flip 1 long-held Republican seat (42).
- I assisted with training, technical support, and troubleshooting for campaign staff; planning and strategy work in partnership with general consultants; and communications and messaging work.

Jan 2019  
– Mar 2020

**Legislative Assistant** (following 1 year as an **Associate Legislative Assistant**)  
*WA State House of Representatives / 42<sup>nd</sup> LD / Rep. Sharon Shewmake*

- I managed the administration, scheduling, policy development, communications, constituent correspondence, and casework for a new office in a swing district.
- I staffed the “Food Fighters” through the 2020 Session, a group of 9 HDC members focused on anti-hunger and food systems policy.

Aug 2018  
– Dec 2018

**Campaign Director**  
*Whatcom Democrats 2018 Campaign / 40<sup>th</sup> & 42<sup>nd</sup> LD*

- I hired, trained, and managed a team of 6 deputy field organizers and a college intern. My team made >35,000 walk canvass attempts.
- I was responsible for the targeting, messaging, and design work for 3 mailers sent to 29,500+ households and 3 walk pieces that went to 40,500+ doors.

Apr 2018  
– Aug 2018

**Field Manager**  
*People to Elect Tim Ballew II (for State Senate)/ 42<sup>nd</sup> LD*

- I hired and managed a field team of 11 staff, including 1 field organizer, 5 deputy field organizers, and 5 interns. We made >14,000 walk canvass attempts.

Sep. 2017  
– Apr. 2018

**Research and Writing Fellow**  
*Food Tank: The Think Tank for Food*

### **In-Kind and Volunteer Campaign Work:**

2018  
– present

**Member, PAC Board, & 2019 Campaign Director**  
*Riveters Collective PAC*

- In 2019, I served as the volunteer Campaign Director, leading the planning and execution of a field-based Independent Expenditure, including targeting and messaging. I hired a Campaign Manager and 21 field canvassers.
- Numbers: >\$37,000 raised, 21,877 walk canvass attempts, 1,294 completed pledge-to-vote cards, 2,094 new party IDs, 63,424 Facebook ad impressions by 6,004 voters.

2019  
– present

**Member, Campaign Committee**  
*Whatcom County Democrats*

- The Whatcom Democrats hire a full campaign staff every cycle and runs a full-throated campaign. In 2019, for example, we hired 8 staff, raised \$143,000+, made 24,944 canvass attempts, and sent 4 mailers totaling 140,696 pieces.
- Preliminary numbers for 2021: we hired 5 staff, hit >20k doors, and sent 3 mailers.

2013  
– Jun. 2016

**Campaign Co-Director**  
*Fossil Free Stanford*

- I helped build and directed a campaign team of 50+ core members. We won divestment of Stanford’s \$26.4 billion USD endowment from coal extraction.
- Our coalition designed and ran successful electoral campaigns to pass Undergrad Senate and Grad Student Council resolutions; pass a campus referendum with 75% support; and elect 3 vocally supportive student body presidents.

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