***Leslie Maxine Mercado***
*(917) 478-7753 | lesliemaxinem@gmail.com*

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Experienced Field Director and Outreach Operations professional specializing in political campaign management, voter mobilization, field team coordination, and community engagement. Most recently served as Field Director for Base Builder Group, LLC, supporting Pennsylvania State Senate District 40 during the 2026 general election. Experienced in canvasser recruitment, training, field deployment, voter contact strategies, turf management, and campaign data reporting. Skilled in utilizing America Votes, MiniVAN, and digital outreach systems to support voter engagement and field operations. Additional professional experience spans healthcare coordination, homelessness outreach, crisis intervention, social services, and government operations. Recognized for adaptability, organizational leadership, community advocacy, and collaboration across multidisciplinary teams.

## Areas Of Expertise

**Campaign Leadership & Field Operations Field Direction** • Campaign Management • Field Operations Coordination • Canvasser Recruitment & Training • Team Supervision • Turf Assignment & Management • Voter Mobilization • Get-Out-the-Vote (GOTV) Operations

**Campaign Technology & Data Management America Votes** • MiniVAN • Equifax • Voter Contact Tracking • Field Performance Reporting • Digital Outreach Systems • Recruitment Platforms

**Community Outreach & Engagement Voter Education** • Community Organizing • Public Engagement • Stakeholder Coordination • Outreach Strategy • Community Advocacy

**Healthcare & Social Services Care Coordination** • Shelter Advocacy • Transit & Street Outreach • Crisis Intervention • De-Escalation • Shelter Placement • Client Assessments

**Government & Administrative Operations**
Interagency Coordination (NYPD, MTA, EMS) • DHS / PATH / CARES • Staff Scheduling • Documentation & Reporting • Administrative Support

## Experience

**Field Director**
**Base Builder Group, LLC | Pennsylvania State Senate District 40**
September 2026 – Present
*• Coordinated field operations and voter outreach initiatives for the 2026 Pennsylvania State Senate general election campaign.*
*• Supported canvasser recruitment, onboarding, training, and daily field deployment to advance voter engagement objectives.*
*• Developed and coordinated geographic canvassing assignments, monitored voter contact activity, and evaluated field productivity.*
*• Utilized America Votes Van, MiniVAN and digital reporting systems to document voter interactions, track outreach results, and support campaign data accuracy.*
*• Collaborated with regional leadership, field management, and campaign personnel to coordinate operational priorities and voter mobilization efforts.*
*• Assisted with recruitment communications, candidate outreach, scheduling, and administrative coordination.*
*• Conducted direct voter engagement, communicated campaign priorities, and supported voter identification and get-out-the-vote initiatives.*

**Outreach Coordinator**
**BronxCare- Bronx Lebanon (Contract by United Staffing Solutions)**
April 2026 – August 2026
*• Manage patient outreach initiatives to increase engagement in preventative care services*
*• Coordinate scheduling for primary care, specialty visits, and diagnostic testing through electronic systems*
*• Reduce missed appointments by proactively contacting patients and facilitating rescheduling*
*• Serve as a point of contact for patient inquiries regarding appointments, services, and incentive programs*
*• Ensure accurate documentation of patient interactions and scheduling activity*

**Exam Monitor / Administrative Support**
**NYC DCAS (FDNY Candidate Processing)**
March 2026 - April 2026
*• Proctored and monitored candidates during qualifying physical examinations for FDNY roles*
*• Verified applicant identity and documentation during intake and registration*
*• Assisted with application processing, including handling test fees (money orders)*

*• Provided guidance on test requirements, eligibility criteria, and disqualifying gear*
*• Supported intake operations by answering applicant questions and ensuring completion of required steps.*
*• Conducted fingerprinting and maintained accurate applicant records.*
*• Ensured compliance with testing procedures and city administrative protocols.*

**Field Manager**
**Base Builder Group, LLC**
February 2026 - March 2026
*• Face-to-Face voter outreach .*
*• Reviewed and processed petitions, ensuring accuracy of voter information (name, address, signatures).*
*• Developed and executed voter contact strategies focused on engagement, education, and registration.*
*• Recruited, trained, and supervised canvassers to meet daily and weekly outreach goals.*
*• Assigned geographic "turf" areas and monitored field coverage and productivity.*
*• Tracked team performance and outreach data using digital tools (Google Docs, PDFs, photos, messaging platforms).*
*• Ensured compliance with campaign guidelines and reporting standards.*
*• Worked flexible hours, including evenings and weekends, to support campaign operations.*

**Outreach Specialist**
**Homeless Transit Base- Bowery Residents' Committee (BRC)**
May 2024 – December 2025
*• Maintain detailed documentation in DHS and internal systems to ensure accurate reporting of engagements and placements; Provide overnight outreach to unhoused individuals across NYC's transit system.*
*• Collaborate with DHS, SIU, JCC, MTA personnel, NYPD, and medical professionals to ensure safety and proper interventions; Build rapport with clients, encouraging them to accept shelter placements and essential support services.*
*• Conduct on-the-spot assessments for mental health, substance use, medical needs, and legal status: Arrange shelter placements and facilitate transportation via ambulance, Citi Care van, or as driver of BRC outreach vehicles.*
*• Utilize crisis intervention techniques to de-escalate situations and prevent harm to clients and the public; Administer life-saving measures (CPR, Narcan) during overdoses and other Emergencies.*

**Associate Outreach Specialist**
**Department of Homeless Services (DHS) PATH Family Intake Center**
November 2022- January 2024
*• Data entry into the homeless management information system, CARES, to capture service needs of individuals and families experiencing homelessness.*
*• Assessment of migrants seeking eligibility status with DHS. Notify clients of status and create THA- Temporary Housing Assignment for shelter placements.*
*• Securing input of shelter documentation, accepting placements, escorting clients to transporting area: Arrangement of support for individuals with special needs including crisis management, customized accommodations, vital medical and nutritional aid referrals.*
*• Verifying entry of clients and notifying supporting government agencies of status Updates; Notifying domestic violence victims of their DHS rights and enforcement protocols.*
*• Alerted police when incidents of assault occurred in the facility and provided de- escalation intervention.*

## Outreach Campaign Experience

**Field Operations**
**Red Horse Strategies, Senators Campaign: Gustavo Rivera**
June 2023 - August 2023
*• Extensive working experience as a canvassing manager, in-depth knowledge of canvassing procedures.*
*• Ensuring that canvassers have support during field operation hours with literature, technology, including necessary gear.*
*• Attend weekly zoom meetings with the campaign team to review progress and follow through with survey notes.*
*• Utilizing persuasive techniques including phone banking skills to engage voters on candidates' core values. Educating qualified voters of their capacity to vote for candidates to directly impact access to affordable healthcare and access to fair housing.*

**Campaign Manager**
**Manhattan Surrogate Court Judge; Elba Rose Galvan**
February 2022- June 2022
*• Verified candidates' eligibility for the primary race by adhering to the Board of Election guidelines.*
*• Provided daily reports on crew members' performance and the numbers of supported and unsupported signatures received.*
*• Leadership strategies to increase supportive voter turnout, through canvassing, branding, web design and social media content.*

**Interim Canvassing Manager**
**Red Horse Strategies, MGM Resorts International. Empire City Casino; Campaign Live Gaming License; Yonkers, The Bronx**
May 2019- December 2021
• *Assisted in preparing daily canvassing turfs and phone banking for target regions.*
• *Daily reports on each crew member's outreach results and community feedback.*
• *Ability to perform physically demanding work and ability to lift and carry weights.*
• *Maintained neat and well-organized canvassing binders; Chauffeured canvassers to their set destinations by means of 8 passenger vehicles.*

## Outreach Titles, Campaign, District, Location, Date

**Interim Canvassing Manager** for Diana Ayala Bronx headquarters. Diana Ayala. NYC Council Member. District 8 East Harlem and South Bronx. June 2021.
**Interim Canvassing Manager**- MGM Resorts International. Empire City Casino. Live Gaming License. Westchester, Yonkers, The Bronx. New York. 2019.
**Phone Banking/ Canvassing** - Melinda Katz. District Attorney. Queens. New York. June 2019.
**Interim Canvassing Manager**- Shawyn Patterson Howard. Mayor. Mount Vernon. November 2019.

## EDUCATION

**Hostos Community College:** A.S. Liberal Arts and Sciences Degree. College credits 32 completed. (September 2009- December 2011)
**Fashion Institute of Technology**: Certificate in Fashion Art for Fashion Designers/Color Theory. (2007); (2012)

## CERIFICATIONS

***Blood-borne Pathogens Awareness;*** OSHA **(**2025-2026)
***CPI Nonviolent Crisis Intervention;*** Crisis Prevention Institute (2025-2024)
***CPR & First Aid Certification;*** First Aid — November (2024- 2025)
***Narcan Administration;*** BRC— (March 2024-2025)
***NYC Board of Elections*** — Poll Worker Recertification (2024)

## AWARDS & RECOGNITION

***Department of Homeless Services PATH Families*** — Rising Star Award (2023)
***NYC Council Member Selvena N. Brooks-Power***s — Certificate of Merit (August 2021)
***Leaders of Color New York*** — Certificate of Membership (July 2021)
***National Art Honor Society*** — Certificate of Membership (September 2007)

*Full work History Portfolio: lesliemaxine.com*