

Leslie Maxine Mercado

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Dedicated and experienced outreach professional with a background in crisis intervention, shelter placement, and social services. Skilled in conducting assessments, de-escalating crises, and coordinating with law enforcement, medical personnel, and city agencies to provide support for unhoused individuals. Trained in CPR, Narcan administration, and nonviolent crisis intervention.

AREAS OF EXPERTISE

- Shelter Advocacy • Transit & Street Outreach • Crisis Intervention • De-Escalation • Shelter Placement • Interagency Coordination (NYPD, MTA, EMS) • Client Assessments • Field Operations • DHS / PATH / CARES / Salesforce Entries • AWARDS • Salesforce

Homeless Outreach Experience

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

- *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.*
- *Extensive working experience as a canvassing manager, in-depth knowledge of canvassing procedures.*
- *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 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.*

red horse strategies

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 Eric Adams Headquarters. Eric Adams. Democratic primary for Mayor. New York City. June 2021.

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 for Corey Johnson. Comptroller of New York City. New York, June 2021.

Interim Canvassing Manager- Neeta Jain. City Council. Dist 24. Queens. New York. Feb 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.

Phone Banking/ Canvassing - Rickie Tulluch. City Council. Dist 45. Brooklyn. New York. May 2019.

Production Design

Production Artist for Marketing /Packaging

MW Studios Inc

July 2011- Sept 2015

- Managed and wrote orders to Screen Department, DuPont Dept, Transfer Dept, Stamping Dept, and Spray Dept. Making certain all elements are meticulously translated correctly.
- Engineered two-dimensional graphic designs for product packaging for a variety of consumer products.
- Interpreted brand and product objectives into smart and on-target packaging designs.
- Collaborated with teams to produce accurate print-ready files in a timely manner.
- Production of three-dimensional design assignments of products, packaging, catalogs, and other collateral materials.
 - Executed company-wide packaging from an approved concept to customizable or mass projects.

Production Assistant for Color Quality Assurance

Robar Inc

June 2006 - May 2008

- Acted as liaison between Design, Production, and overseas departments, continually following up to ensure production occurred in a timely manner for all garments.
- Assisted Designers with creating technical/ mechanical packages for apparel.
- Thoroughly inspecting textiles and collating them by account number to ensure deadlines.
- Responsible for approving the quality of fabric, artwork, color standards, accessories, and hang tag labels for mass production on pre-production samples.

EDUCATION

Hostos Community College: A.S. Liberal Arts and Sciences Degree. College credits 32 completed. (2009)

Fashion Institute of Technology: Certificate in Fashion Art for Fashion Designers/Color Theory. (2007)

CERIFICATIONS

CPI Nonviolent Crisis Intervention; Crisis Prevention Institute (2025-2024)

CPR & First Aid Certification; First Aid — November (2024- 2025)

Narcans Administration; BRC— (March 2024-2025)

NYC Board of Elections — Poll Worker Recertification (November 2024)

AWARDS & RECOGNITION

Department of Homeless Services PATH Families — Rising Star Award (2023)

NYC Council Member Selvena N. Brooks-Powers — Certificate of Merit (August 2021)

Leaders of Color New York — Certificate of Membership (July 2021)

National Art Honor Society — Certificate of Membership (September 2007)