Charles Munoz

[redacted]

Objective

Talented Professional is eager to accept accountability and to advance specific causes in any and every way utilizing knowledge, skills and acquired experience to achieve unprecedented results.

Experience

Presidential Inaugural Committee – Public Liaison's Office
Washington, D.C. – December, 2016 to Present

Being the main point of contact for multiple local governments and state political parties across the country in advance of the Presidential Inauguration.

Nevada & Arizona* State Director, Donald J. Trump for President
Nevada & Arizona — August, 2015 – November, 2016

Summary:

- Oversee and manage the daily operations of 6 offices in 2 states
- Managed over 2 dozen campaign staff and hundreds of volunteers
- Develop and implement caucus and delegate trainings
- Manage statewide media plans for the Trump campaign, Trump family and surrogates
- Designed a statewide caucus and precinct field plan and website for Get Out to Caucus efforts

* Arizona for primary only

Accomplishments

- Won the Nevada caucuses by 22 points (record turnout statewide)
- Won the Arizona primary by 22.2 points (record turnout statewide)
- Notable Campaign Endorsements: Arizona State Treasurer Jeff DeWit, Maricopa County Sheriff Joe Arpaio, Governor Jan Brewer

President, Rebel Public Affairs
Las Vegas, Nevada — 2014 – August, 2015

Consulting various political candidates, politicians, and organizations on how to properly fundraise, develop creative materials, create and implement marketing campaigns, adequately use current and new forms of technology to advance messaging.

Deputy State Director, Americans for Prosperity-Foundation Nevada
Las Vegas, Nevada — January, 2011 - July, 2014

Summary:

- Oversee daily operations within the state office and formulate and implement agreed to goals.

- Work with staff to create and implement a statewide legislative action plan and assist on national issues of importance.

- Lead the staff by developing and generating a seven-figure state budget through fundraising activities to sustain state chapter

- Represent the organization as a spokesperson for the state through consistent branding.

- Write and edit creative copy for marketing materials, mail and door pieces.

Accomplishments

- Hired and trained over 20 staff members in Nevada
- Traveled the country hiring and training new staff for new state chapters
- Developed multiple multi-year marketing campaigns for various state chapters
- Member of national team that developed training, and organizational materials for other state chapters
- Assisted in the development and implementation of a new Chief Technology Officer position
- Co-founded Nevada chapter
- Built membership from zero to over 65,000

Education

University of Nevada-Las Vegas
History (Bachelors) — 2008 - 2013

- College Republican Debate Team
- Pi Kappa Alpha Fraternity - Vice President & President

Skills & Awards

Skills

- Public speaking
- Recruitment and training of staff
- Community organizing
- Marketing
- Creative content creation
- Copywriting

Awards

The American Association of Political Consultants "The Pollie Awards":

- Door Hanger – Gold "Rubber Stamp Super Door Hanger"
- Best Use of Talking Mail – Gold "I'll Plant the Flag"
- Best Use of Social Pressure – Silver "Lost Jobs"
- For Membership Organization – Silver "I Am AFP Testimony"
- Best Use of Humor – Silver "Fire Acrobats"
- Most Original/Innovative Collateral Material – Bronze "Freedom Day"

References

Available upon request.