

Raul Audelo

raudelo@earthjustice.org | raulaudelo.com

Online html, css, php, fundraising, social
Analytics a|b testing, metric development, reports
Collaboration project management, inclusive processes

Leadership + Experience

Earthjustice | earthjustice.org

Web Administrator

Lead web component of complex, effective campaigns and collaborative projects, including Mountain Top Removal campaign and 50 States projects in 2012 and 2013. Explore and implement new technologies to increase engagement across platforms and identify opportunities for A|B metrics to guide decision-making. Provide project management and oversight for Earthjustice site redesign, facilitating an inclusive process with stakeholder groups and organizational leaders. Advance organizational culture through development of a new joint departmental newsletter with Diversity Management, Operations, HR, and regional offices.

Diversity and Inclusion Leader

Serve as communications liaison and subject matter expert on Earthjustice Diversity Management Team, including development of diversity and inclusion goals for the organization. Assess educational and experiential resources for potential spread throughout staff.

Raya for Oakland

Communications Consultant

Developed and managed communications plan for District 1 Oakland City Council candidate, including social media strategy, online fundraising, and website. Trained staff in day-to-day operations to support a positive and responsive online presence. Achieved over \$35,000 in organic funds raised and strong voter support at polls, propelling candidate's reputation forward and resulting in his new position as executive director for Peabody-awarded communications organization, Youth Radio.

Ravenswood Family Health Center | ravenswoodfhc.org

Webmaster + IT Support

Managed website and Facebook presence for community health center serving low-income communities in the Silicon Valley. Assisted in launch, maintenance, and management of HIPAA-compliant, user network. Maintained and expanded website functionality, including e-newsletter, interactive forms, and multimedia content. Collaborated with stakeholders, including executive team, clinical staff, and end-users to create brand collateral, web marketing campaigns, training materials, and other assets.

Education

San Francisco State University, Bachelor of Science, 2007

Major in Business Administration, Information Systems Emphasis
Coursework in Communications and Design

Community Life

Board President - Precita Eyes Muralists, San Francisco public arts organization

Board Member - City at Peace Santa Barbara, Youth Theater Group

October 2010 - present

March 2012 - present

July 2012 - November 2012

December 2005 - May 2009