

# RUTH DELGADO

child of immigrants. community driven. **creative.**



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# AMERICA'S VOICE

Spearheads the creation of digital content for AV's social media pages that educates, inspires action in regards to immigration, and amplifies the organization's narrative

## Social Media graphics:



## El Paso Anniversary - Rep. Veronica Escobar

Created graphics and gifs for Rep. Escobar's team which was shared on the anniversary of the El Paso shooting.

## List of Members of Congress that shared graphics/gifs.

## Social Media graphics:





# UNITED FARM WORKERS

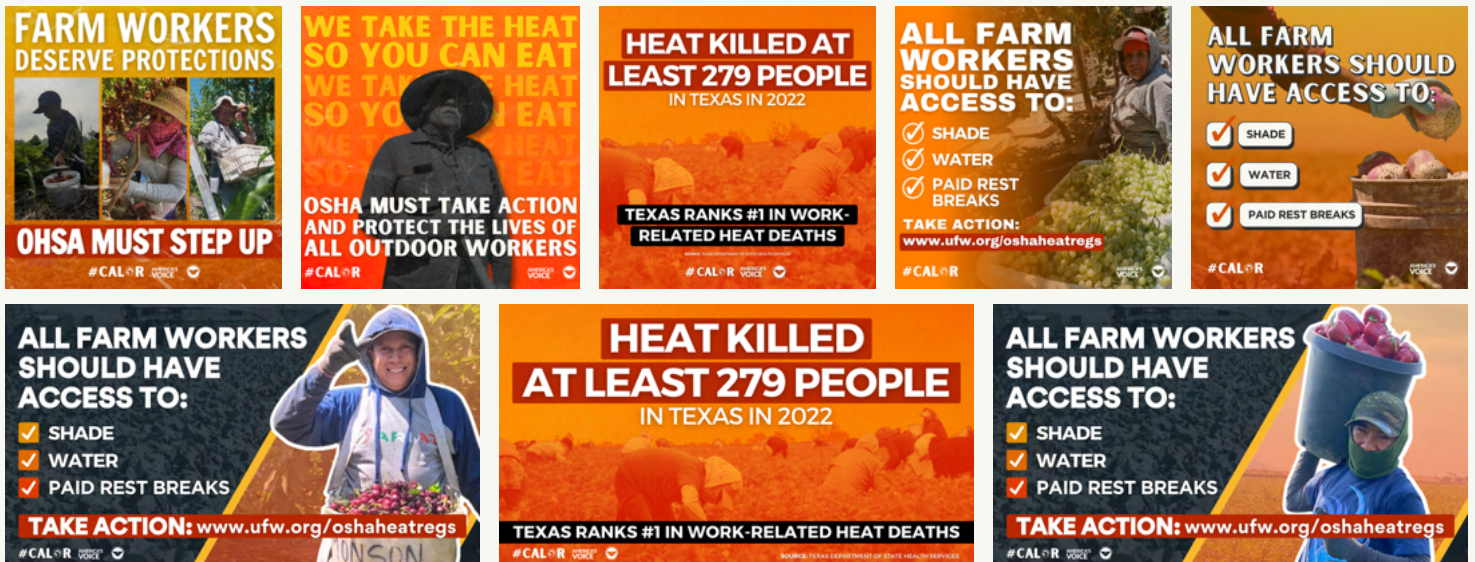
In 2023, began to work in collaboration with United Farm Workers (UFW) on two campaigns: **Heat Campaign (CALOR) + H-2A Regulation Public Comment Campaigns**

## Heat Campaign (CALOR)



Designed the logo, and created educational graphics and gifs based on data from United Farm Workers (UFW)

## Social Media graphics:



## H-2A Regulation Public Comment Campaigns

Created call to action graphics to drive public comments to the Dept. of Labor + Dept. of Homeland Security portals

## Social Media graphics:





# TPS FOR CENTRAL AMERICA

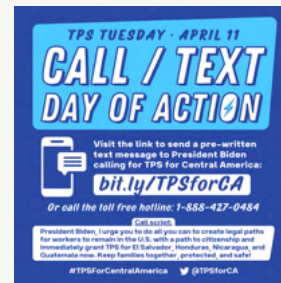
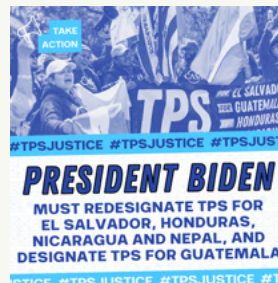
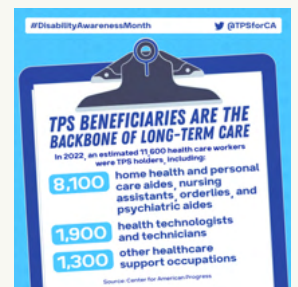
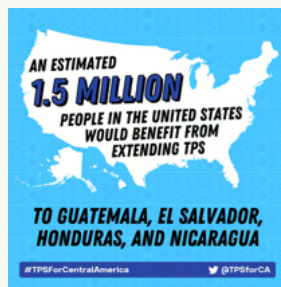
Has been providing support the TPS for Central America campaign's as the digital arm, creating content for TPS Tuesdays, days of action, and events/rallies

## TPS Tuesday

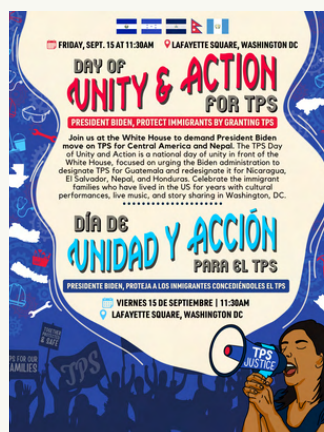


Co-created the branding for the campaign, and designed educational country-specific graphics, call to action graphics, as well as holidays or celebratory weeks/months

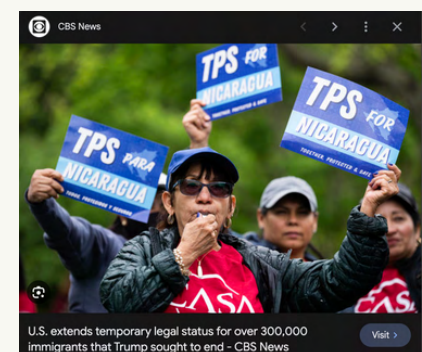
## Social Media graphics:



## Event/Rallies



Event graphics featured on CBS News (June 13, 2023):

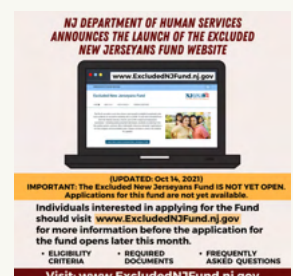
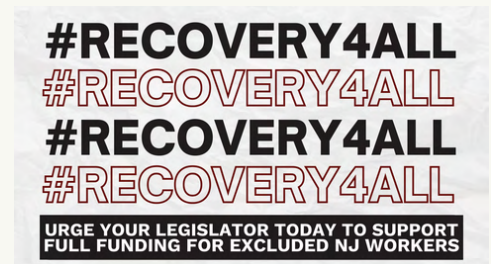
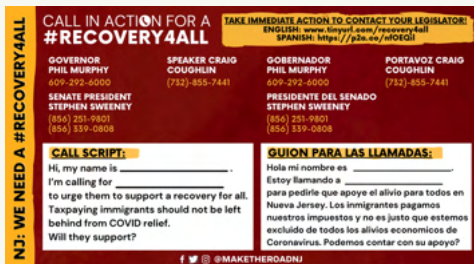




# #RECOVERY4ALL CAMPAIGN

Developed and implemented digital strategies - including a 23-day campaign - **which resulted in a \$40 million fund for undocumented immigrant essential workers in New Jersey**

## Social Media graphics:



## Fast for Relief: 23-day digital campaign



Created the logo, developed a partner/allies social media toolkit, video and designed a billboard

## Social Media graphics:





# 2020 CENSUS

Worked in collaboration with Make the Road New Jersey's Census Coordinator to create bilingual content to increase community response, especially in BIPOC communities

## Community Outreach

Designed the logo, and created educational graphics and gifs based on data from United Farm Workers (UFW)

## Bilingual flyers:



## Social media graphics:



For more visit: [www.ruthdelgado.com/2020census](http://www.ruthdelgado.com/2020census)



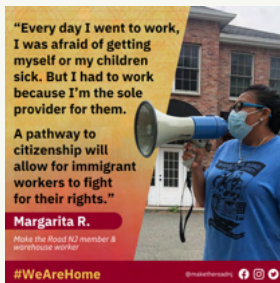
# MAKE THE ROAD NJ PROJECTS

Worked in conjunction with the organizing team to create fliers, social media content, pitching to earn media, and providing livestream support to multiple issue campaigns

## Citizenship for All/DACA

Created call to action content as well as creating promotional content for MRNJ legal team's DACA clinics

### Social Media graphics:



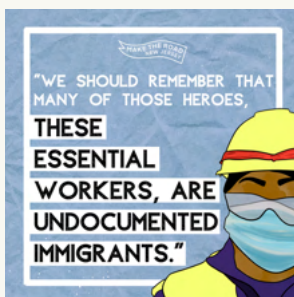
## Let's Drive NJ

### Social Media graphics:



## Workers Rights

### Social Media graphics:





# MSU VOLUNTEER CENTER

Through the EECO AmeriCorps program, I implemented various days of actions and managed the social media channel for the Volunteer Center for Montclair State University

## Hunger & Homelessness Awareness Week (H&H Week)

Designed the logo, and created educational graphics

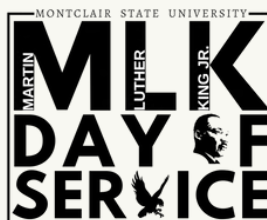


## Volunteer Center Fliers + Social Media graphics

Created Day of Action fliers, social media toolkits for departments, and created social media graphics for upcoming volunteer opportunities.



## Logos



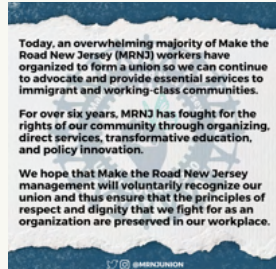


# MAKE THE ROAD NJ UNION

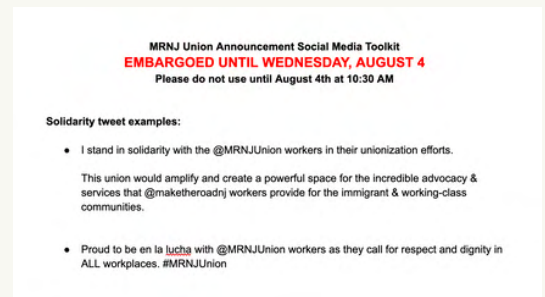
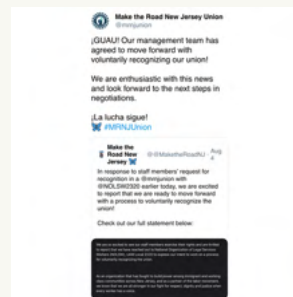
One of the lead members of the core-organizing team. Designed the logo, and created social media graphics and social media copy.

## Union Announcement Toolkit

### Social Media graphics:



### Sample tweets:

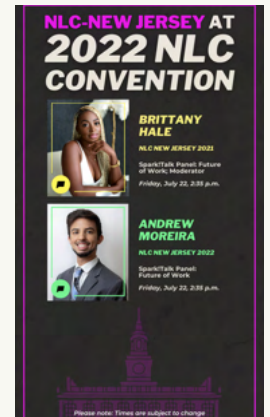
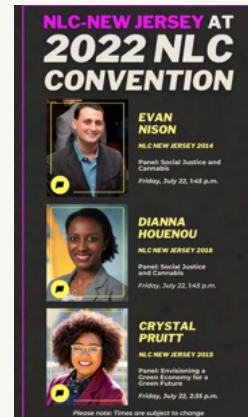




# NLC-NJ + NJYD PROJECTS

Provide communications and digital support for the New Jersey chapter of New Leaders Council, and was appointed as the Co-Creative Director for the NJ Young Dems

## NLC-NJ Social Media graphics:



## NJ Young Democrats Social Media graphics:

