

# Paul Heller Field Operations Campaign Experience

Page 1 of 2

**1. Statewide Field Director for Teresa Tomlinson** for 7 weeks from late February, 2020 - March, 2020. All Teresa would say is what a "G-dsend I was". For **each** area identified below, I was creatively initiating technology-driven approaches.

\*A. Virtual Phone Banking: Effective Script strategies and Creating Positive experience for Volunteers

\*B. Virtual Town Halls over Zoom including special custom, redirect links to promote attendance with various weekly open and separate focused groups

\*C. Recruiting and activating local (primarily) Women's Democratic Groups for Voter Outreach (phone banking, distribution of social media content, post cards)

\*D. Targeted Black Voter Initiatives: Sororities & Fraternities, Church Groups, Important famous political and sports endorsements for (future) rallies and current print media opportunities. Worked along side an Atlanta political Icon whose campaign experience included being Campaign Manager for Andrew Young and Maynard Jackson. Also a close colleague of John Lewis.

\*E. Recruiting (Obama-like) Statewide Network of Volunteer Team Leaders to recruit, organize and motivate 15-25 local volunteers for voter outreach programs  
Reference:

\*F. High School and College Student Initiatives that are structured to motivate virtual phone banking and digital content creation and distribution creating earned position titles that students value for interviewing and their resumes.

\*G. Attracting and Activating groups statewide: Young Democrats, Policy Driven Groups, and Associations:

\*H. Implementing a Down-Ballot State House and Senate Candidate Association Program (not endorsement) to link Statewide Senate Candidate. Program included dual phone-banking, canvassing, photo opportunities, and virtual meetings to provide state campaign strategy suggestions.

**2. Kevin Abel 2018 6th District US Congressional** campaign where he was successful in primary with 4 candidates; however, lost runoff to Lucy McBath 46% - 54%. Top campaign-wide volunteer heading up canvassing (organizing, recruiting, training and motivating) 60+ volunteers. Developed small group training program, canvassing script, assigned mini-van turfs, personally trained new canvassers wanting initial assistance. Personally canvassed over 1,000 doors myself.

Reference: Kevin Abel: Cell: (770) 883-2660

### **3. Hillary Clinton GA 2016 Presidential Race**

Tasked with recruiting a Volunteer Team Leader ("VTL") structure statewide until effort mysteriously shut down? Through both my contacts and database from 2014 Michelle Nunn VTLs listing I re-contacted over 200+ identified contacts through emailing and texting. Within two weeks of around the clock efforts; I had over 60 VTLs excited and ready to be activated with each VTL committing to recruit 15+ volunteers to canvas, phone bank and crowd source events.

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**4. Michelle Nunn 2014 Senate Race.** Assigned one of the targeted key counties to develop the (Obama-like) Volunteer Team Leader networks in that assigned county as well as broadening out to other counties initially not targeted through contacts made readily available. Conceptualized with Michelle Nunn's mother, Colleen Nunn, a statewide rally program through largely black areas with prominent black politicians and celebrities. Colleen was one of my biggest campaign advocates for my progressive initiatives.

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My background includes (as shown on my resume attached: Senior Management Consultant, Hotel Entrepreneur/Owner, University Adjunct Prof in Digital Marketing, Marketing, Corporate Finance, MIS and Hotel Operations at Georgia Tech, Mercer MBA, Georgia State, Kennesaw State and Oglethorpe.

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Business Educator ● Business Innovator

## Experience

- 2012 to Present **Professional Artist**, Glass Art Illuminations: Founder and Design Director
- Fall, 2011 **Instructor**, Social Media Institute of Atlanta  
Social Media and Search Engine Marketing, Thirteen Weeks, Engauge Digital
- Summer, 2011 **Professor, PTI**, Oglethorpe University  
Social Media and Search Engine Marketing – Evening Program
- Spring, 2011 **Professor, PTI**, Mercer University  
Social Media and Search Engine Marketing – MBA Program
- Fall, 2009 **Professor, PTI**, Georgia State University  
Corporate Finance (3300), Intro. to Business Finance (1010) – Two Sections
- Professor, PTI**, Georgia Institute of Technology  
Marketing Management (Junior and above course), three sections
- Ongoing **Guest Lecturer**, Emory Goizueta Business School  
Real Estate Finance: “*Valuation Approaches In Conjunction with Actual Hotel Transactions*”, and “*Loan Defeasance and Negotiating REO*”
- Spring, 2009 **Professor, PTI**, Georgia State University  
Hospitality Quality and Service Management (3800)
- Fall, 2008 **Professor, PTI**, Georgia State University  
Hospitality Quality and Service Management (3800)  
Introduction to Business and Finance (1010) – Two Sections
- Spring, 2008 & **Professor, PTI**, Kennesaw State University Summer, 2008  
Management Information Systems (3100)
- Fall, 2007 **Professor, PTI**, Georgia State University  
Introduction to Business and Finance (1010)
- 1991 - 2007 **Hotel Operator and Owner**: Three Atlanta hotels
- 1990 - 1991 **Resolution Trust Corporation** - Senior Contracting Officer
- 1985 – 1990 **Hillmark Corporation** – Vice President of Operations and Marketing,  
Bradbury Suite Hotels and RoadStar Inns
- 1980 – 1985 **Touche Ross & Company** – Senior Management Consultant

## Education, Certification, and Seminars on Education

**GACE** (Georgia Assessments for the Certification of Educators); passed the three components necessary for Middle School Mathematics: Professional Pedagogy I & II and Middle School Math

**University of Wisconsin** – Madison, (1978-1980): M.S. in Finance and Accounting with 3.5 GPA

**Rensselaer Polytechnic Institute** – Troy, NY (1974-1978): B.S. in Electrical Engineering  
with 3.7 / 4.0 GPA, Cum Laude

**Certified Public Accountant**: State of Illinois on first sitting (all four parts) during 1980

**Sales Training**: Professional Selling Skills III, Xerox Corporation and  
BASE For Sales Excellence, conducted by Zenith Data Systems

**Seminars on Education**: Alan November: “*Technology in Education*”, Todd Zakrajsek/UNC, “*Creating Excitement and Overcoming Apathy in the Classroom*”, and others.

## Personal

Family: Born September 2, 1956. Married, three grown/working children.

Interests: Coaching youth sports, competitive bridge, triathlete, outdoors, photography