

WILL BATISTA

WORK EXPERIENCE

Southwest Gas Corporation

Las Vegas, NV

November 2018 – Present

Analyst III, Customer Engagement (ESG)

- Lead development and implementation of Environmental, Social, & Corporate Governance (ESG) practices.
- Develop communications strategy to enhance marketability to environmentally conscious investors.
- Manage sustainability reporting and advise on improvements by identifying material matters.
- Coordinate across multiple departments on messaging for brand protection and consistency.
- Report internal ESG topic findings to Vice-Presidents and C-Suite executives for review and approval.

Marsy's Law for All

Las Vegas, NV

April 2016 – December 2018

Nevada State Director

January 2017 – December 2018

- Created plan which led team to pass a state constitutional amendment with 61%, totaling 579,788 votes.
- Directed communications strategy including digital ads & social media post and targeting.
- Provided interviews in English & Spanish, earning thousands of dollars' worth of earned media.
- Planned and approved external community engagement opportunities and endorsement strategy.

Operations & Budget Chief

April 2016 – April 2018

- Managed \$85 million-dollar budget including mid-quarter revisions and budget-to-actuals.
- Directed and compiled quarterly budget reports, expenses, and funding request.
- Assisted in the development of a national buildout plan for expansion in 10 states.
- Developed reporting KPI's to track progress for accountability and administrative procedures.

Regional Political Director

April 2016 – December 2016

- Succeeded in the passage of state constitutional amendments in Montana, North Dakota, and South Dakota attaining 66% 62% & 60% of the vote respectively.
- Managed 30 political and operations staffers throughout six states including messaging training for new hires.
- Co-wrote and edited 17 mail pieces and 3 state voter information guides during 2016 election cycle.

Jeb 2016, Inc.

Las Vegas, NV

July 2015 – February 2016

Nevada Political Director

- Managed and trained staff, interns and volunteers to achieve voter contact and supporter goals.
- Led recruitment of surrogates for coalition groups including Hispanic, veteran, and faith leaders.
- Planned external events for candidate including rallies, roundtables, and meetings with community leaders.

Republican National Committee

Las Vegas, NV

February 2014 – July 2015

Nevada State Director for Hispanic Initiatives

- Organized integrated effort between local, state and federal campaigns leading to wins of all state constitutional offices, majority control in both legislative chambers, and a congressional seat pickup.
- Developed successful outreach plan for strategic partnerships and endorsements from community leaders.
- Generated high coverage on Spanish media platforms covering candidates, grassroots efforts and platforms.

Will Batista Bio



Will Batista was born and raised in Miami, FL before attending college at Brigham Young University - Idaho. He received a Bachelor of Arts in Political Science with an emphasis in Pre-Law & Economics. During his sophomore year in college he joined the United States Air Force Reserve and is a Veteran of Operation Enduring Freedom. He has been involved in the community since moving to Nevada in 2012 and has worked on multiple presidential campaigns. He recently served as state director of a victim's rights organization and led the efforts to pass a victims rights amendment which was added to the Nevada Constitution in 2018. He helped pass similar measures in North Dakota and South Dakota. He led the budgeting and operations for a national organization and enjoys taking on new challenges. Will currently works for a major utility company in Southern Nevada, focused on issues of environmental, social and corporate governance. Will has always had a passion for the necessity of a good education and understands how powerful it can be in changing lives. He feels strongly about working on behalf of students and parents to bring this into focus in Nevada. His wife Becca, a former school teacher in Las Vegas, currently works as the Testing/Administrative Coordinator at American Preparatory Academy. They enjoy being involved in their church community and have a daughter named, Scarlett.