

Leslie Maxine Mercado
Outreach Specialist
(917) 478-7753 | lesliemaxinem@gmail.com

Dedicated and experienced outreach professional with a background in crisis intervention, shelter placement, and social services. Skilled in conducting assessments, de-escalating crises, and coordinating with law enforcement, medical personnel, and city agencies to provide support for unhoused individuals. Trained in CPR, Narcan administration, and nonviolent crisis intervention.

AREAS OF EXPERTISE

• Shelter Advocacy • Community Outreach • Public Relations • Team Leadership

PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS

BRC Homeless Transit Outreach Specialist (Overnight)

- Maintain detailed documentation in DHS and internal systems to ensure accurate reporting of engagements and placements; Provide overnight outreach to unhoused individuals across NYC's transit system.*
- Collaborate with DHS, SIU, JCC, MTA personnel, NYPD, and medical professionals to ensure safety and appropriate interventions; Build rapport with clients, encouraging them to accept shelter placements and essential support services.*
- Conduct on-the-spot assessments for mental health, substance use, medical needs, and legal status: Arrange shelter placements and facilitate transportation (outreach van, ambulance, etc.).*
- Utilize crisis intervention techniques to de-escalate situations and prevent harm to clients and the public; Administer life-saving measures (CPR, Narcan) during overdoses and other emergencies.*

Associate Outreach Specialist Department of Homeless Services PATH Family Intake Center

November 2022- January 2024

- Data entry into the homeless management information system, CARES, to capture service needs of individuals and families experiencing homelessness.*
- Assessment of migrants seeking eligibility status with DHS. Notify clients of status and create THA- Temporary Housing Assignment for shelter placements.*
- Securing input of shelter documentation, accepting placements, escorting clients to transporting area: Arrangement of support for individuals with special needs including crisis management, customized accommodations, vital medical and nutritional aid referrals.*
- Verifying entry of clients and notifying supporting government agencies of status Updates; Notifying domestic violence victims of their DHS rights and enforcement protocols.*
- Alerted police when incidents of assault occurred in the facility and provided de-escalation intervention.*

Field Operations for Bronx Democratic primary for State Senator Bronx June-August 2023

- *Extensive working experience as a canvassing manager, in-depth knowledge of canvassing procedures.*
- *Utilizing persuasive techniques and phone banking skills to engage voters on candidates' core values.*
- *Ensuring that canvassers have support during field operation hours with literature, technology, including necessary gear.*
- *Attend weekly zoom meetings with the campaign team to review progress and follow through with survey notes.*
- *Motivated voters of their capacity to effect change in the justice system by creating opportunities to have authentic dialogue about the power of politics.*

Campaign Manager for Manhattan Surrogate Court Judge Election February 2022-June/2022

- *Supported candidates in validating petition signatures. Verified candidates' eligibility for the primary race by adhering to Board of Election guidelines.*
- *Increased voter turnout through canvassing, branding, web design, and social media content.*
- *Provided daily reports on crew members' performance and the numbers of supported and unsupported signatures received.*
- *Accompanied candidate in supporting the validation of petition signatures.*
- *Ensured candidates' eligibility for the primary race by complaining with the Board of Election guidelines.*
- *Leadership strategies to increase supportive voter turnout, through canvassing, branding, web design, and social media content*
- *Daily reports on each crew member and the numbers they received supported or unsupported.*

Canvassing Director for MGM Resorts International. Empire City Casino. Live Gaming License. Westchester, Yonkers, The Bronx 2019- 2021

- *Assisted in preparing daily canvassing turfs and phone banking for target regions.*
- *Daily reports on each crew member's outreach results and community feedback.*
- *Ability to perform physically demanding work and ability to lift and carry weights.*
- *Maintained neat and well-organized canvassing binders. Chauffeured canvassers to their set destinations by means of 8 passenger's vehicles.*

EDUCATION TRAINING:

Fashion Institute of Technology: Certificate in Fashion Art for Fashion Designers/Color Theory. (2012)

Hostos Community College: A.S. Liberal Arts and Sciences Degree. College credits 32. (Continuing)

TECHNOLOGY SKILLS:

• *Street-smart* • *AWARDS* • *CARES* • *Q-FLOW* • *MICROSOFT*

PERSONAL CHARACTERISTICS & SKILLS • Great organizational

• *Leader of a multidisciplinary team* • *Effective with diverse populations* • *Commitment to the mission* • *Class D driver's license* • *Takes initiative*

CERTIFICATE:

Crisis Intervention & De-Escalation Certified: BRC. New York 2025 Mar - 2024

CPR & First Aid Certified: BRC. 2024 New York November - 2024

Narcan Administration Certified: BRC. New York Mar- 2024

New York City Board of Elections: Poll Worker Recertification. November - 2024 New York

NYC Council Member Selvena Brooks-Powers: Certificate of Merit. August -2021

Leaders of Color New York: Certificate of Membership. July -2021

AWARDS Department of Homeless Services PATH families Rising Star: Professional Recognition and leadership (2023)

National Art Honor Society: Certificate of Membership. September-2007