

# RICHARD HERNANDEZ

COMMUNICATIONS STRATEGIST | PRODUCT LEADER | CREATIVE PRODUCER  
Los Angeles, California & Las Vegas, Nevada | richard@therichardh.com | (310) 740-2946

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Strategic communications leader with a decade-long track record of leading campaigns and building movements. Grew from field organizer to senior consultant directing national-scale media operations, multimillion-dollar communications and fundraising programs, and viral digital campaigns. Now channeling that same audience-first instinct into the music industry as the Founder of a software company and President of an independent record label — applying proven frameworks for brand building, content strategy, and consumer growth.

## PROFESSIONAL EXPERIENCE

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### Founder and CEO — Daydeau

*April 2025 – Present*

Founder of Daydeau, defining the vision for a unified operations platform that replaces fragmented tools with a single system for planning, coordination, and execution.

- Direct product strategy and end-to-end development, translating complex operational needs into scalable architecture and structured workflows.
- Build and manage core platform capabilities including role-based visibility, approval systems, event coordination, and real-time operational tracking.
- Oversee product design, user experience, and feature integration to support high-performance teams operating under tight timelines.
- Establish pricing, product tiers, and go-to-market strategy, positioning Daydeau as a premium operations system for execution-focused organizations.
- Drive adoption and growth by aligning product development with real-world user needs and operational demands.

### Senior Strategist — Pathfinder Strategic

*July 2022 – Present*

Serve as Lead Communications Consultant for Sam Brown for U.S. Senate — directing all earned media, digital strategy, and public narrative for a high-profile statewide race.

- Secured 50+ earned media placements in national and regional outlets including NBC News and Fox News through sustained journalist relationships and targeted pitch development.
- Scaled candidate's social media presence from zero to 263,300+ followers across platforms (161K+ on X, 46K+ on TikTok, 36K on Instagram, 20K on Facebook), generating 75M+ impressions.
- Produced 150+ short-form content pieces including TV spots and promotional videos; TikTok content alone earned 708,000 likes and 10M impressions while maintaining strict message discipline.
- Booked 50+ regional and national media appearances by cultivating relationships with booking producers and expanding reach into key demographic markets.
- Engineered the candidate's overarching public narrative through cohesive messaging frameworks deployed consistently across all platforms and media channels.
- Drove \$24M+ in campaign fundraising through donor outreach, major fundraiser planning, digital fundraising content, merchandise strategy, and direct candidate support during call time and national travel.

### Account Supervisor — Chariot Campaigns / FSB Public Affairs

*November 2019 – July 2022*

- Managed communications strategy across a portfolio of 10+ simultaneous political campaigns, ensuring message discipline from paid media through grassroots voter touchpoints.
- Designed and executed data-driven content plans including social media calendars and direct mail pieces reaching 250,000+ targeted swing voters, paired with consistent press outreach.
- Produced high-impact campaign materials including ballot initiative mailers, candidate communications, and op-eds placed in local and national publications.
- Built and scaled multi-platform social media channels for multiple candidates, generating millions of impressions through organic content and paid advertising.
- Coached candidates for high-stakes media appearances, translating research and messaging into confident, on-message performances.

- Applied focus group findings to refine messaging frameworks, producing measurable improvements in voter engagement and performance across the client portfolio.

**Campaign Manager & Communications Director — Maryott for Congress** *June 2019 – November 2020*

- Led overall field and communications strategies, budget management, staff and volunteer operations, and vendor coordination across a competitive congressional race.
- Led all communications and voter engagement initiatives including op-ed placement, debate preparation, targeted digital outreach, and 25+ community events and fundraisers.
- Unified paid media, digital strategy, and grassroots messaging under a single cohesive framework, strengthening candidate positioning across every voter touchpoint.

**Research Consultant — Chariot Campaigns** *January 2019 – June 2019*

- Conducted opposition research across candidate backgrounds, voting records, governance history, social media activity, and public records to surface vulnerabilities and inform campaign strategy.
- Delivered detailed research briefings and communications guidance that translated findings into actionable messaging — highlighting opponent weaknesses while reinforcing client narratives.

**Communications Director — Tarkanian for Congress** *August 2017 – December 2018*

- Conceptualized and launched the "No Taxes on Tips" policy campaign — a widely recognized initiative that resonated powerfully with Nevada's service industry community and shaped the broader policy conversation.
- Directed the campaign's full communications operation across press outreach, digital strategy, and website development, driving a 38% increase in digital engagement and securing prominent media coverage.

**Regional Field Director — Nevada Republican Party** *January 2016 – November 2016*

**ADDITIONAL EXPERIENCE**

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**President – MMEG Records** *December 2025 – Present*

- Lead an independent record label developing emerging artists, applying high-level strategic frameworks to artist branding, audience growth, and commercial release.
- Direct end-to-end creative and marketing strategy across releases, including production direction, distribution partnerships, playlist pitching, and media outreach.
- Oversee label operations and content execution, including budgets, agreements, IP management, social growth strategy, and music video production.

**Co-Owner — Tails A Waggin Dog Salon** *January 2023 – Present*

- Co-own and operate a local small business generating \$500K+ in annual revenue, overseeing day-to-day operations and leading a team of 6 — demonstrating entrepreneurial range beyond the political and media industries.

**EDUCATION**

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**California State University Dominguez Hills**

Bachelor of Arts, Political Science — Graduated with Honors  
 Intern, Los Angeles Superior Court | Model United Nations Delegate

**CORE COMPETENCIES**

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| • Strategic Communications | • Message Development             | • Social Media Strategy          |
| • Public Affairs           | • Policy Messaging                | • Content Development            |
| • Government Relations     | • Crisis Communications           | • Brand Management               |
| • Legislative Affairs      | • Rapid Response                  | • Grassroots Organizing          |
| • Political Communications | • Stakeholder Engagement          | • Voter Engagement               |
| • Campaign Management      | • Coalition Building              | • Fundraising                    |
| • Media Relations          | • Public Policy Analysis          | • Polling & Focus Group Analysis |
| • Earned Media Strategy    | • Legislative Strategy            | • Opposition Research            |
| • Press Outreach           | • Digital Communications Strategy |                                  |