

SISTER CITY COMMITTEE

One (1) vacancy with term to 9-1-2026.

Duties

The Sister City Committee studies ways and means of improving relations with the Corpus Christi Sister Cities and to advise and consult with and assist the Mayor, the City Council, the City Manager and all other City agencies, boards and officials in accomplishing the purposes of the Sister City Program.

Composition

The Committee shall consist of nine (9) members who shall be appointed by the City Council and shall serve three-year terms. In addition, representatives from the following City departments shall serve as ex-officio, non-voting members of the steering committee: Mayor's Office, Corpus Christi International Airport and Parks and Recreation. The officers of the steering committee shall consist of a General Chair and Vice-Chair. The Chair and Vice-Chair shall be elected by majority vote of the Sister City Committee annually. If the General Chair is absent, the Vice-Chair shall serve as General Chair during his/her absence. The steering committee may appoint any other subcommittee as, in its judgment, will aid it in carrying out its duties. The steering committee shall determine the membership of each said subcommittee, its duties and chairman. The membership of each said subcommittee shall consist of members of the steering committee and, at the option of the steering committee, members from the community at-large.

Creation / Authority

Section 2-150, Code of Ordinances. Ord. Nos. 10195, 14291, 18961, M86-0043- 1/28/86; 19474 - 9/16/86; 19635 - 2/17/87; 21045 - 12/11/90; 021236 - 9/10/91; 023424- 8-25-98; 029687 - 11-20-12; 030913 - 8/9/16; 031963 - 12/17/19

| | | | |
|---|-------------------------|---|--------------------------------|
| Meets First Monday of the month at 12:00 p.m. at the City Hall 3rd floor Engineering Smartboard Room | Member Size 9 | Term Length / Limit 3 years / 6 years | Liaison Wendy Herman |
|---|-------------------------|---|--------------------------------|

| Name | District | Term | Appt. date | End date | Appointing Authority | Position | Status |
|---------------------------------|------------|---------|------------|----------|----------------------|------------------------|----------|
| Arthur C Wallace | District 4 | 1 | 6/14/2022 | 9/1/2026 | City Council | | Resigned |
| Melody H. Cooper | District 5 | 2 | 11/7/2017 | 9/1/2024 | City Council | Chair | |
| Mourad Hasbaoui | District 3 | Partial | 7/18/2023 | 9/1/2024 | City Council | | |
| Adria P. Vasquez | District 2 | 1 | 8/10/2021 | 9/1/2024 | City Council | | |
| Susane "Westi" Horn | District 5 | 2 | 8/27/2019 | 9/1/2025 | City Council | | Active |
| Luis F. Cabrera | District 2 | 2 | 8/27/2019 | 9/1/2025 | City Council | | Active |
| Valerie Harbolovic | District 2 | 1 | 4/13/2021 | 9/1/2025 | City Council | | Active |
| Charles Harris | District 4 | 1 | 8/8/2023 | 9/1/2026 | City Council | | Active |
| Heather Moretzsohn | District 5 | 1 | 8/8/2023 | 9/1/2026 | City Council | Vice-Chair | Active |
| C.C. International Airport Rep. | | N/A | N/A | N/A | | Ex-Officio, Non-voting | Active |
| Parks and Recreation Rep. | | N/A | N/A | N/A | | Ex-Officio, Non-voting | Active |
| Mayor's Office Rep. | | N/A | N/A | N/A | | Ex-Officio, Non-voting | Active |

SISTER CITY COMMITTEE

Applicants

| Name | Status | District |
|---------------------|---------------|-----------------|
| Jessup A. Avalos | Applied | District 5 |
| Joe Benavides | Applied | District 2 |
| Wally Gonzalez Jr. | Applied | District 5 |
| Vanessa M. Guerrero | Applied | District 3 |
| Jessica B. Parra | Applied | District 5 |
| Ana T. Rivera-Soto | Applied | District 4 |
| Sarah Rodriguez | Applied | District 2 |

Application for a City Board, Commission, Committee or Corporation

Profile

Jessuip

First Name

A

Middle Initial

Avalos

Last Name

Email Address

Street Address

Corpus Christi

City

TX

State

78413

Postal Code

Primary Phone

Alternate Phone

What district do you live in? *

District 5

Current resident of the City of Corpus Christi?

Yes No

If yes, how many years?

29

TAMUCC

Employer

Student

Job Title

Graduate Student

Occupation

Work Address - Street Address and Suite Number

6300 Ocean Drive

Which Boards would you like to apply for?

SISTER CITY COMMITTEE: Submitted

Interests & Experiences

Are you a Nueces County registered voter?

Yes No

Do you currently serve on any other City board, commission or committee at this time? If so, please list:

No

Education, Professional and/or Community Activity (Present)

I am a graduate student at Texas A&M- University- Corpus Christi where I plan to receive my MBA in 2025. I have been involved professionally with the greater South Texas community as a car salesman and a resident monitor for Dismas Charities.

Why are you interested in serving on a City board, commission or committee?

I am a proud member of the Corpus Christi community. As someone who is born and raised in South Texas, I want to enrich our community. My belief is that only education and diplomacy can reinvigorate our city to become a shining jewel on the Gulf Coast. The Sister City program is a wonderful way to enrich our community. The involvement with area youths allows locals to expand their mindset to a global level. It also ensures that our city may receive new perspectives, via relationships with sister cities like Yokosuka. I want to be a part of that. I also want to lend my education and expertise in marketing to refresh some of the community outreach on this subject.

Upload a Resume

Are you an ex-Officio member of a City Board, commission or committee?

Yes No

No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?

Yes No

Are you a current candidate in an election for a non-city public office?

Yes No

Do you currently serve as an elected official for a non-city public office?

Yes No

Will you seek re-election to the non-city public office? If not in a non- city public office, please enter N/A

N/A

Demographics

Gender

Male

Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes No

Does your employer or your spouse's employer have a City contract?

Yes No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

N/A

Board-specific questions (if applicable)

Verification

City Code Requirement - Residency

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.

I Agree

City Code Requirement - Attendance

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I Agree

Consent for Release of Information

I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.

I Agree

Oath

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

Jessuip Avalos

(361) 402-0046 | [REDACTED] www.linkedin.com/in/jessuip-avalos

Professional Experience

Contract HR Assistant

Corpus Christi, Texas

Corpus Christi Polymers

June 2023 – Present

- Advised leadership on how to conduct successful geofencing recruitment campaign
- Analyzed data conducive to LinkedIn bullion searches
- Reported recruitment data to HR Manager (demographics, interview, hiring, etc.)
- Assisted in policy writing
- Conducted New Hire Orientation
- Created material for internal distribution (announcements, newsletters, policy updates. etc.)
- Assisted in recruitment process; from application, assessment, and interview, to offer and onboarding
- Created up-to-date reports for labor statics at both the national and local levels

Sales Associate

Corpus Christi, Texas

AutoNation Hyundai

March 2018 – March 2021

- Set and met/exceeded sales goals
- Innovated E-Mail Marketing practices
- Introduced Agile thinking to sales process
- Became second highest grossing Sales associate in the first year
- Customized correspondences with potential customers
- Analyzed sales data to project team goals and future objectives
- Converted generated ecommerce leads to completed sales
- Built and maintained relationships with lenders

Resident Monitor

Corpus Christi, Texas

Dismas Charities

January 2017 – February 2018

- Managed high stress/high risk situations with composure
- Handled Federal Documents with utmost secrecy
- Report incidents to the Federal Bureau of Prisons
- Assisted in rehabilitation of prisoners
- Monitored activity both internally and externally to maintain security
- Helped prisoners maintain employment and sobriety by connecting them with necessary resources and skills

Skills

Professional Skills: Bilingual (Spanish/English), Goal Oriented, Excellent Communicator, and Innovative

Licensing and certifications: Hootsuite- Social Marketing, HubSpot- SEO, HubSpot- Content Marketing, HubSpot- Digital Marketing, HubSpot- Social Media Marketing

Business Skills: Agile Minded, Marketing, Leadership, Data Analysis, Inside and E-Commerce Sales, Social Media Marketing, Data Analysis, Statistical Analysis and Trend Projection

Technological Skills: Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Adobe Creative suite

Education

Texas A&M University – Corpus Christi

Bachelor of University Studies,

Concentration in Business Marketing/Management

Completed: Spring 2023

Texas A&M University – Corpus Christi

Master of Business Administration

Expected Completion: Summer 2024

Application for a City Board, Commission, Committee or Corporation

Profile

Joe Benavides
First Name Last Name

Email Address

Street Address

Corpus Christi
City

TX
State

78404
Postal Code

What district do you live in? *

District 2

Current resident of the city?

Yes No

If yes, how many years?

58

Primary Phone Alternate Phone

Justice of the Peace Judge
Employer Job Title

Work Address - Street Address and Suite Number

901 Leopard St.

Work Address - City

Corpus Christi

Work Address - State

TX

Work Address - Zip Code

78401

Work Phone

361-888-0201

Work E-mail address

joe.benavides@nuecesco.com

Preferred Mailing Address

Home/Primary Address

Which Boards would you like to apply for?

SISTER CITY COMMITTEE: Submitted

Interests & Experiences

Are you a registered voter?

Yes No

Do you currently serve on any other City board, commission or committee at this time? If so, please list:

No

Education, Professional and/or Community Activity (Present)

Texas Justice Courts, Texas State University

If you applied for multiple boards, which boards are you most interested in serving on, in order of preference? (Limit to top three)

Non-applicable

Why are you interested in serving on a City board, commission or committee?

I am well versed on the sister city committee.

Are you an ex-Officio member of a City Board, commission or committee?

Yes No

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Yes No

Are you a current candidate in an election for a non-city public office?

Yes No

Do you currently serve as an elected official for a non-city public office?

Yes No

Will you seek re-election to the non-city public office? If not in a non-city public office, please enter N/A

Yes

Demographics

Gender

Male

Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes No

Does your employer or your spouse's employer have a City contract?

Yes No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

N/A

Joe Benavides

Board-specific questions (if applicable)

Verification**City Code Requirement - Residency**

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I Agree

City Code Requirement - Attendance

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I Agree

Consent for Release of Information

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I Agree

Oath

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

Application for a City Board, Commission, Committee or Corporation

Profile

Mr Wally Gonzalez Jr.
 Prefix First Name Last Name Suffix

Email Address

Street Address

Corpus Christi TX 78413
 City State Postal Code

Primary Phone Alternate Phone

What district do you live in? *

District 5

Current resident of the City of Corpus Christi?

Yes No

If yes, how many years?

22

Retired Self Employed Author Author
 Employer Job Title Occupation

Work Address - Street Address and Suite Number

4206 Boros Drive

Work Address - City

Corpus Christi

Work Address - State

TX

Work Address - Zip Code

78413

Work Phone

361-443-8596

Preferred Mailing Address

Home/Primary Address

Which Boards would you like to apply for?

SISTER CITY COMMITTEE: Submitted

Interests & Experiences

Are you a Nueces County registered voter?

Yes No

Do you currently serve on any other City board, commission or committee at this time? If so, please list:

No

Education, Professional and/or Community Activity (Present)

BA Business MA Management

Why are you interested in serving on a City board, commission or committee?

Corpus Christi

Are you an ex-Officio member of a City Board, commission or committee?

Yes No

Are you a current candidate in an election for a non-city public office?

Yes No

Do you currently serve as an elected official for a non-city public office?

Yes No

Will you seek re-election to the non-city public office? If not in a non-city public office, please enter N/A

Corpus Christi

Demographics

Gender

Male

Mr Wally Gonzalez Jr.

Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes No

Does your employer or your spouse's employer have a City contract?

Yes No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

Corpus Christi

Board-specific questions (if applicable)

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? *

None of the above

Mr Wally Gonzalez Jr.

Question applies to multiple boards

Are you willing to provide an Annual Report of Financial Information as required by the Code of Ethics?

Yes No

Question applies to CORPUS CHRISTI BUSINESS AND JOB DEVELOPMENT CORPORATION, CORPUS CHRISTI B CORPORATION, PLANNING COMMISSION

Are you a Nueces County registered voter?

Yes No

Verification

City Code Requirement - Residency

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I Agree

City Code Requirement - Attendance

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I Agree

Mr Wally Gonzalez Jr.

Consent for Release of Information

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I Agree

Oath

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

Application for a City Board, Commission, Committee or Corporation

Profile

Vanessa _____ M _____ Guerrero _____
 First Name Middle Initial Last Name

 Email Address

 Street Address

Corpus christi _____ TX _____ 78416 _____
 City State Postal Code

What district do you live in? *

District 3

Current resident of the city?

Yes No

If yes, how many years?

33

 Primary Phone Alternate Phone

RISD _____ Teacher _____
 Employer Job Title

Work Address - Street Address and Suite Number

4433 ELVIRA

Work Address - City

Corpus christi

Work Address - State

TX

Work Address - Zip Code

78416

Work Phone

3615375932

Vanessa M Guerrero

Which Boards would you like to apply for?

SISTER CITY COMMITTEE: Submitted

Interests & Experiences

Are you a registered voter?

Yes No

Do you currently serve on any other City board, commission or committee at this time? If so, please list:

Corpus christi

Why are you interested in serving on a City board, commission or committee?

I want to help make Corpus Christi a better place, & be apart of something meaningful that would not only help, but impact individuals for years to come.

Are you an ex-Officio member of a City Board, commission or committee?

Yes No

Are you a current candidate in an election for a non-city public office?

Yes No

Do you currently serve as an elected official for a non-city public office?

Yes No

Will you seek re-election to the non-city public office? If not in a non- city public office, please enter N/A

Corpus christi

Demographics

Gender

Female

Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes No

Does your employer or your spouse's employer have a City contract?

Yes No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

Corpus christi

Board-specific questions (if applicable)

Question applies to CORPUS CHRISTI COMMISSION ON CHILDREN & YOUTH

The Commission on Children & Youth preferred representatives for adult membership from certain categories. High school students must be a Junior or Senior at time of appointment. Do you qualify for any of the following categories? *

Education

Vanessa M Guerrero

Question applies to HOUSING AUTHORITY

Are you a Housing Authority Resident?

Yes No

Verification

City Code Requirement - Residency

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I Agree

Oath

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

Application for a City Board, Commission, Committee or Corporation

Profile

Dr Jessica B Parra
 Prefix First Name Middle Initial Last Name

Email Address

Street Address

Corpus Christi TX 78414
 City State Postal Code

What district do you live in? *

District 5

Current resident of the city?

Yes No

If yes, how many years?

38

Primary Phone Alternate Phone

University of the Incarnate Word Director of Student Services
 Employer Job Title

Work Address - Street Address and Suite Number

5350 S. Staples Suite 300

Work Address - City

Corpus Christi

Work Address - State

TX

Work Address - Zip Code

78411

Work Phone

3618885670

Dr Jessica B Parra

Work E-mail address

jbparra@uiwtx.edu

Preferred Mailing Address

Home/Primary Address

Which Boards would you like to apply for?

SISTER CITY COMMITTEE: Submitted

Interests & Experiences

Are you a registered voter?

Yes No

Do you currently serve on any other City board, commission or committee at this time? If so, please list:

No

Education, Professional and/or Community Activity (Present)

Education: DOCTOR IN BUSINESS ADMINISTRATION, UNIVERSITY OF THE INCARNATE WORD - May 2023 MASTER OF MANAGEMENT, EMBRY-RIDDLE AERONAUTICAL UNIVERSITY - 27 hours completed used to prepare for DBA - 2007 MASTER OF PUBLIC ADMINISTRATION, TEXAS A&M CORPUS CHRISTI - December 2000 BACHELOR OF ARTS IN COMMUNICATION, TEXAS A&M CORPUS CHRISTI - May 1999 Work Experience: JANUARY 2018 - PRESENT UNIVERSITY OF THE INCARNATE WORD DIRECTOR OF STUDENT SERVICES, MARCH 2021 - PRESENT DIRECTOR OF OPERATIONS, JANUARY 2018 - MARCH 2021 SEPTEMBER 2001 - JANUARY 2018 EMBRY-RIDDLE AERONAUTICAL UNIVERSITY DIRECTOR OF OPERATIONS, NAVAL AIR STATION CORPUS CHRISTI Adjunct Instructor: University of the Incarnate Word August 2020 - present Embry-Riddle Aeronautical University January 2011 - December 2017 Presentations: "Learning for Life in Arts & Humanities," Discover Your Direction: Exploring Endorsements Conference, 2019-2023. "Learning for Life in Arts & Humanities," Ready for College and Career Conference, 2019-2023. "Challenges, Obstacles for Women in Higher Education and How to Overcome Them," International Seminar 4WbyW "For Women by Women", May 2022. "Power of Working Together," 13th Annual Texas Veterans Higher Education Symposium, October 13-15, 2020. Professional Affiliations: Institutional representative for Texas Women in Higher Education (TWHE) Current Events Chair for Education to Employment, Citizens for Educational Excellence Current member of Citizens for Educational Excellence P-16 partnership Current member of National Academics Advising Association, NACADA Current member of Council of Adult and Experimental Learning, CAEL United Chamber Leadership Corpus Christi Class 47 alumni Elected 2021 Board member for Ronald McDonald House of the Coastal Bend Representative for University of the Incarnate Word on Education to Employment committees July 2018 to present. Member of Education and Workforce Committee for United Chamber of Commerce October 2018 to present. Representative for Embry-Riddle Aeronautical University on Del Mar Aviation Advisory board 2005-2017

If you applied for multiple boards, which boards are you most interested in serving on, in order of preference? (Limit to top three)

Sister City Committee Art & Cultural Commission

Why are you interested in serving on a City board, commission or committee?

I am interested in making a meaningful impact on my local community and the City of Corpus Christi. I have always been interested in government and developed that interest with my public administrator degree. I also had a unique experience of graduating from Leadership Corpus Christi which encouraged servant leadership within our community. Serving on a board, commission or committee would provide me with the opportunity to give back to the City and learn from those already in the groups. I have a passion for government and the ability to participate in assisting those in our community.

Upload a Resume

Are you an ex-Officio member of a City Board, commission or committee?

Yes No

No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?

Yes No

Are you a current candidate in an election for a non-city public office?

Yes No

Do you currently serve as an elected official for a non-city public office?

Yes No

Will you seek re-election to the non-city public office? If not in a non-city public office, please enter N/A

N/A

Demographics

Gender

Female

Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes No

Does your employer or your spouse's employer have a City contract?

Yes No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

N/A

Board-specific questions (if applicable)

Question applies to ARTS & CULTURAL COMMISSION

The Arts & Cultural Commission preferred representatives from certain categories. Do you qualify for any of the following categories? *

Higher Education

Verification**City Code Requirement - Residency**

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.

I Agree

City Code Requirement - Attendance

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-61, which provides that absences from more than 25% of regularly scheduled meetings during a term year on the part of any board, commission, or committee member shall result in an automatic termination. An absence shall be deemed unexcused unless excused by the board, commission or committee for good cause no later than its next meeting after the absence.

I Agree

Consent for Release of Information

I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.

I Agree

Oath

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

DR. JESSICA B. PARRA

Phone: (361) 877-9502
[REDACTED]

Experienced University Director and Adjunct Instructor with demonstrated history of working in the higher education industry. Educated in business, public administration, marketing, economics, social responsibility, and ethics. Over 20 years of director, supervisory, budget, hiring and facility management. Experienced in adult education, high school transitioning to higher education, active military students, and veterans.

EDUCATION

| | | |
|------------|---|----------------|
| DBA | University of the Incarnate Word, Business Administration | May 2023 |
| MS | Embry-Riddle Aeronautical University, Management 27 graduate credits in management coursework | Earned credit. |
| MPA | Texas A&M – Corpus Christi, Public Administration | December 2000 |
| BA | Texas A&M – Corpus Christi, Communications Graduated Summa Cum Laude Minor in Television/Film | May 1999 |

TEACHING EXPERIENCE

- University of the Incarnate Word**, San Antonio, TX August 2020 - Present
Adjunct Instructor, School of Professional Studies
- Taught Organizational, Business and Management classes, undergraduate courses, covering the following topics: Undergraduate management and organizational courses within the Business Administration and Management degrees. Graduate courses in Human Resources and Ethics Leadership.
 - Developed quizzes, exams, and homework in both Blackboard and Canvas. Utilizing Canvas Studio, Navigate student alert system, Teams, Banner, and Degree Works.
 - Revised the syllabus to meet accreditation standards.
 - Instructed in-person, online and hybrid (in-person and online).
 - Classes are taught in 4, 8 and 16 week formats.
- Embry-Riddle Aeronautical University**, Daytona Beach, FL May 2011 - Dec 2018
Adjunct Instruction, Worldwide
- Taught Business and Management classes, undergraduate courses averaging 70 students per semester, covering the following topics: Undergraduate management, ethics and multicultural workforce courses within the Business Administration and Management degrees.

- Developed quizzes, exams, and homework in Blackboard. Utilizing Grades First alert system, zoom, and Banner.
- Revised the syllabus to meet accreditation standards.
- Instructed in person, online and hybrid via in person and online.
- Classes were taught in 9 and 8-week formats.

EMPLOYMENT EXPERIENCE

March 2021 - Present

Director of Student Services, University of the Incarnate Word

Director provides leadership for large community projects, graduation planning, and volunteer organizer for two graduation ceremonies held twice a year for the entire university. SPS coordinator and facilitator for marketing projects, photoshoots, press releases, and interviews in Corpus Christi and San Antonio. I am responsible as the designated supervisor of the Corpus Christi and San Antonio offices (including advising, tutoring, processing, and security staffing) for establishing and promoting the vision and mission of the university. In addition, this position assists to develop and set appropriate administrative policies, services, controls, communication, and reporting systems supported by the Dean of the School of Professional Studies (SPS).

As Director, I maintain the annual budget for the Corpus Christi center and overview of budget analysis for two centers in San Antonio. Budget management includes marketing, staff salaries, and revenue. Must plan or organize fiscal activities for the center, from budget increases to restrictions depending on university needs. Coordinate and maintain data on retention and academic placement initiatives and the proper offering of classes for each semester's student population. Also, as Director, I represent the university through events (Leadership Corpus Christi class 47, Ronald McDonald House, Education to Employment Partners, and other local agencies) and partnerships in Corpus Christi and San Antonio to include community stakeholders, liaison with elected officials and representatives of local, regional, state and federal governments, other agencies, business, professional and community groups, the media and the public.

This position requires extensive contact with the numerous departments within the university system for procedures, events, and other assignments. Develop and promote a culture that values, supports, grows, and sustains diversity in university. Acts knowledgeably and expertly within required federal, state, and university/agency laws, regulations, procedures, and policies on behalf and within university. Works with leaders across the organization to embed Diversity, Equity, and Inclusion (DEI) into all employee and student touchpoints.

Actively participate in college and community activities, including attending, presenting, and working with community leaders, businesses, and other agencies to promote and distribute information on our university or the program I am working with as a non-profit entity.

JANUARY 2018 – MARCH 2021

Director of Operations, University of the Incarnate Word

Lead advising team to establish success plans for students from start to completion of degrees. Develop term schedule, hiring contact for faculty and assigning for classes. Designed student success programs and webinars with the support of university departments to acclimate students to university life. Recruiting of new students at marketing events, education fairs, live interviews both on television and social media. Admission decisions and advising for undergraduate and graduate students. Responsible for social media for Corpus Christi as well as website updates through Cascade CMS. Recruit through education fairs, television promotions and interviews for new students. Track progress of registrations and retention goals through data process management. Oversees marketing expenditures, facility expenses.

SEPTEMBER 2001 – JANUARY 2018

Director of Operations, Embry-Riddle Aeronautical University

Oversaw all advising and admissions process for center, monitor student progress through graduation. Track progress of registration and retention goals, accountabilities, and development objectives. Responsible for center budget, monitor and controlling of finances allocated for center. Responsible for academic advising for student in degree programs, certificates, and non-credit courses. Ensured state, Veteran's Affairs, Texas Workforce Commission, and federal compliance for memoranda of understanding with military services for on base delivery of programs. Develop term schedule, hiring contact for faculty and assigning for classes. Managed the recruiting of new students at marketing events, education fairs, live interviews both on television and social media. Served as a representative for ERAU at all TACVPO, COMETS, education fairs, Del Mar Aviation Advisory Board and military leadership. Evaluated military training through ACE for university credit including testing such as CLEP, Dantes and Excelsior.

PRESENTATIONS AND INVITED LECTURES

Presentation, "Learning for Life in Arts & Humanities," Discover Your Direction: Exploring Endorsements Conference, 2019-2023.

Presentation, "Learning for Life in Arts & Humanities," Ready for College and Career Conference, 2019-2023.

Presentation, "Challenges, Obstacles for Women in Higher Education and How to Overcome Them," International Seminar 4WbyW "For Women by Women", May 2022.

Panel Presentation, "Power of Working Together," 13th Annual Texas Veterans Higher Education Symposium, October 13-15, 2020.

PROFESSIONAL TRAINING

Humanizing Your Online Course

University of the Incarnate Word, May 2022

Communicating in Times of Change

LinkedIn Learning, February 2022

Performance Management: Setting Goals and Managing Performance

LinkedIn Learning, January 2019

Communicating Nonverbally

LinkedIn Learning, February 2022

How to Listen and How to be Heard

LinkedIn Learning, February 2022

Own Your Voice: Improve Presentations and Executive Presence

LinkedIn Learning, February 2022

Overcoming Cognitive Bias

LinkedIn Learning, March 2022

Performance Management: Setting Goals and Managing Performance

LinkedIn Learning, April 2022

PROFESSIONAL AFFILIATIONS

Institutional representative for Texas Women in Higher Education (TWHE)

Current Events Chair for Education to Employment, Citizens for Educational Excellence

Current member of Citizens for Educational Excellence P-16 partnership

Current member of National Academics Advising Association, NACADA

Current member of Council of Adult and Experimental Learning, CAEL

United Chamber Leadership Corpus Christi Class 47 alumni

Elected 2021 Board member for Ronald McDonald House of the Coastal Bend

Representative for University of the Incarnate Word on Education to Employment board July 2018 to present.

Member of the Government Affairs Committee for United Chamber of Commerce October 2018 to present.

Member of Education and Workforce Committee for United Chamber of Commerce October 2018 to present.

Representative for Embry-Riddle Aeronautical University on Del Mar Aviation Advisory board 2005-2017

COMMUNITY SERVICE

Ronald McDonald House Charities

Member Board of Directors, Corpus Christi, TX January 2021 – March 2022

Education to Employment Partners

Chairman Committee, Corpus Christi, TX, February 2020 – March 2022

LANGUAGES

English: Native Language

COMPUTER SKILLS

- **MS Office**
Word, Excel, Outlook, PowerPoint, Access
- **Google Drive**
Docs, Drive, Forms, Gmail, Sheets, SharePoint
- **Spreadsheets**
Excel, Google Drive, Open Office, pivot tables, vertical lookups, macros
- **Email**
Outlook, Gmail, mail merge, filters, folders
- **Presentations**
PowerPoint, Google slides, Tableau, Keynote
- **Operating systems**
MacOS, Microsoft Windows

Internet Tools

- **Social media**
LinkedIn, Facebook, Twitter, Instagram, YouTube, Hootsuite, Tiktok, Pinterest, content creation
- **Blogging**
Wordpress, Wix, content management, MailChimp, Google Analytics,
- **Team collaboration**
Dropbox, Zoom, Skype, Trello, SharePoint

Software skills

- **Programming/coding**
Java, Javascript, HTML

- **Database management**
MS Access, Oracle, Banner, Navigate, Argos, PowerBi
- **Enterprise systems**
Quikbooks
- **Graphics and design**
Dreamweaver, Illustrator, InDesign, Photoshop, Acrobat, Corel Draw, Microsoft Publisher

REFERENCES

Dr. Dawn Liguez, Adjunct Professor
School of Professional Studies
University of the Incarnate Word
Phone: 361.701.4546
Email: dplatt@uiwtx.edu

Leanna Walker, Director of Academic Affairs
School of Professional Studies
University of the Incarnate Word
Phone: (210)805.5801
Email: leyoung@uiwtx.edu

Application for a City Board, Commission, Committee or Corporation

Profile

Ana T Rivera-Soto
 First Name Middle Initial Last Name

 Email Address

 Street Address

Corpus Christi TX 78418
 City State Postal Code

 Primary Phone Alternate Phone

What district do you live in? *

District 4

Current resident of the City of Corpus Christi?

Yes No

If yes, how many years?

4

KIII TV CH 3- TEGNA MEDIA DIRECTOR OF SALES
 Employer Job Title

Work Address - Street Address and Suite Number

5002 SOUTH PADRE ISLAND DR

Work Address - City

CORPUS CHRISTI

Work Address - State

TX

Work Address - Zip Code

78411

Work Phone

361-986-8508

Ana T Rivera-Soto

Work E-mail address

ARIVERASOTO@KIITV.COM

Preferred Mailing Address

Home/Primary Address

Which Boards would you like to apply for?

SISTER CITY COMMITTEE: Submitted

Interests & Experiences

Are you a Nueces County registered voter?

Yes No

Do you currently serve on any other City board, commission or committee at this time? If so, please list:

No

Education, Professional and/or Community Activity (Present)

Leadership Corpus Christi Alumni Leadership Corpus Christi Class 50 Corpus Christi Crime Stoppers Journey To Demascus #210

If you applied for multiple boards, which boards are you most interested in serving on, in order of preference? (Limit to top three)

-Corpus Christi Convention and Visitors Bureau -Sister Cities Committee -Corpus Christi Business and Job Development Board

Why are you interested in serving on a City board, commission or committee?

I have lived my life modeling many great mentors in service above self; beginning with my Father, may he rest in peace. He served our God, family, our community and our great nation (25 years Retired and decorated Army). I prescribe to the belief that we all have a responsibility to invest our time, talent and treasure into our community. I have alot of experience in service to my previous home and have been discerning for the best way to invest my energy and gifts in our beautiful city. I fell in love with Corpus Christi 22 years ago and my husband I moved here, for that reason, 4 years ago. I am loyal and I wear our cities pride and serve as an ambassador everywhere I go. It is time for me to roll up my sleeves and be a greater asset to her.

Upload a Resume

Are you an ex-Officio member of a City Board, commission or committee?

Yes No

No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?

Yes No

Are you a current candidate in an election for a non-city public office?

Yes No

Do you currently serve as an elected official for a non-city public office?

Yes No

Will you seek re-election to the non-city public office? If not in a non-city public office, please enter N/A

n/a

Demographics

Gender

Female

Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes No

Does your employer or your spouse's employer have a City contract?

Yes No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

n/a

Board-specific questions (if applicable)

Question applies to CORPUS CHRISTI CONVENTION & VISITORS BUREAU

The Convention & Visitors Bureau Board must include representatives from certain categories. Do you qualify for any of the following categories? *

None of the above

Verification

City Code Requirement - Residency

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I Agree

City Code Requirement - Attendance

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I Agree

Consent for Release of Information

I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.

I Agree

Oath

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree

Ana Rivera-Soto

2126 Shadi St.

Corpus Christi, Tx 78418

(956) 220-1441 home / 361-438-0857 cellular

E-mail: [REDACTED], Ariverasot@KIII-TV.com

LinkedIn: www.linkedin.com/in/anariverasoto

Twitter: @anariverasoto Facebook: Ana Rivera-Soto

Work History:

08/2022- Present

KIII TV, Corpus Christi, Texas Director of Sales/ General Sales Manager**KIII TV, Corpus Christi, Texas**

09/2019- 07/2022

KIII TV, Corpus Christi, Texas Local Sales Manager/ Digital Sales Manager

Responsible for growth and retention of customer base management and implementation of sales/ marketing strategies for a sales team consisting of nine Account Executives, three Account Managers and several support personnel. Responsible for driving sales and marketing behavior to insure the attainment of monthly, quarterly media/ advertising sales and marketing results by sales team. Development and training of sales teams on a bi-weekly basis to assure confidence and accuracy in product set and market needs, including but not limited to digital and social media products and services.

Daily infusion of positive, innovative and creative energy in order to foster empowerment.

Daily Sales Meetings Agenda planning and execution.

Streamlines sales support and implementation for efficiency and accuracy.

OTT, digital, social and CORE integrated sales training and packaging.

Sales Event and Promotion cross platform development, sales and implementation.

Negotiation of priority rate levels with local and regional agencies in order to maintain rate integrity.

Recruitment, training and development of sales staff specifically in customer needs assessments and digital/ OTT products.

Spearheaded the **KIII TV- Racial Diversity and Inclusion Group** and monthly meetings (Sept 2020 to date).

Assisted General Manager in drafting and implementing RD&I strategies and foundations for KIII TV.

TEGNA Racial Diversity & Inclusion Working Group- selected as 1 of 15 members representing all TEGNA- since 2019

Selected to participate in **Leadership Corpus Christi**; out of over 150 applicants in blind application process; graduation April 2022.

Selected to participate in **TEGNA Leadership in Action** commencing in *March of 2022*.

Consistently engaging and leading the sales team (including sales support) in surpassing CORE, ENTERPRISE, OTT and Digital sales goals; and contributing to integrated selling techniques to assure dominance in the marketplace. Successful training and implementation of digital, event and integrated-cross platform sales consultant methods and strategies.

08/2018- 09/2019

KGNS-GRAY TV, Laredo, Texas Local Sales Manager/ Digital Sales Manager

Responsible for growth and retention of customer base by aggressive management and implementation of sales/ marketing strategies for a sales team consisting of eight account executives, two Sales Assistants, one Promotions Coordinator and three Creative Services Producers in Laredo, Texas. Responsible for driving sales and marketing behavior to insure the attainment of aggressive monthly, quarterly media/ advertising sales and marketing results by sales team. Development and training of sales teams on a bi-weekly basis to assure confidence and accuracy in product set and market needs, including but not limited to digital and social media products and services.

Sales Meetings and Department Head Meeting Agenda planning and execution.

Sales Event and Promotion cross platform development, sales and implementation.

Recruitment, training and development of sales staff.

Monthly, quarterly and annual budget forecasting for local and regional sales revenues. Maintenance of budget to achieve positive net contribution to local affiliate.

Community and public relations representation. Production, planning and execution of complex non standard advertising and standard television advertisement campaigns.

Consistently surpassing sales goals. Successful training and implementation of digital, event and integrated-cross platform sales consultant methods and strategies.

03/2016-08/2018

**KGNS-GRAY TV, Laredo, Tx-Director Marketing & Digital Sales Manager/
Creative Services Director**

As the Digital Sales Manager for the group I am responsible for training, sales and implementation of all digital products in our offerings; including but not limited to proximity marketing, pay per click, display, search engine optimization, OTT, acquisition email marketing and the list goes on.

My other responsibilities included direction and management of multi-network brands and the local level for NBC, CBS, ABC, CW and Telemundo Laredo; including on air local promotional spots, network taggables, commercials, tune-ins, topicals and PSAs. Responsible for all on and offsite station promotions and events. Oversight of client spot production and creative services staff. Script and copywriting.

Social media generation for non-news content, ie entertainment, current events, etc

Integration with local sales team for digital offerings as well as integrated packages and promotions. Media buying: Digital display, retargeting, geo fencing, video pre & post roll, mobile messaging, Facebook advertising, broadcast television, broadcast radio, cable, print, billboards. Campaign development, design coordination and execution.

Media communications and crisis management.

Event and business development marketing and implementation; including staff of 3 creative services videographers/producers.

Responsible for building, launch and marketing of Telemundo Laredo app resulting in over 36k downloads in under 12 month period (small market/ big numbers).

Digital Sales Management resulted in an over 205% increase in digital sales year over year 2016-2017 and surpassed annual quota in 2017-2018.

02/2015-03/2016

Unitrade Stadium/ Laredo Baseball Investors General Manager-Director of Marketing & Bus. Dev.

Responsible for reenergizing baseball team brand. Oversight of sponsorship sales, season ticket sales and event /venue rentals. Managed day to day operations of stadium operations staff. Coordinated with Baseball Manager and staff for game day needs at home and away.

Media buying: Digital display, retargeting, geo fencing, video pre & post roll, mobile messaging, Facebook advertising, broadcast television, broadcast radio, cable, print, billboards. Advertising campaign development, design coordination and execution. Media communications and crisis management.

Event and business development marketing and implementation; including sales management of 5 qty. Account Executives, Box Office Manager/ Ticketing Agent, Event & Marketing Coordinator, Game Day Production Director, Web Master.

Won 2015 American Independent Baseball Association Championship. Named People's Choice Sports Team of the Year 2015 and 2016 by Laredo Morning Times. Successful implementation and execution of brand management for #somethingtodoinLaredo

10/2012-03/2015

Sames Auto Group Director of Marketing- Integrated Digital, Advertising, Events and Promotions Director/ Brand Manager

Main objective is to generate sales results and build brand equity for multibrand multimake auto dealership in multiregional geography. Internal /external marketing and business development strategies in integrated marketing delivery and manage ROI including traditional media planning and buying, social media marketing, online marketing, direct response, publicity, grassroots - community events, sales promotions. Digital, mobile, traditional and grassroots integration including social media marketing across varying platforms. Brand management & marketing for 8 stores, advertising, events and integration portfolio and customer experience personnel.

Media buying: broadcast television, broadcast radio, cable, print, billboards, online, non-traditional. Coordinate Tier 1, Tier 2, Tier 3 advertising and promotions for four manufacturers (Ford, KIA, Honda, Mazda)

Event and business development marketing and implementation; including training, event planning and execution.

Responsible for implementation of Social Media policy and implementation. Monthly, quarterly and annual budget forecasting. Maintenance of budget to achieve positive net contribution and expense management.

Video, audio and digital campaign production: oversight, planning and execution of integrated marketing/ advertisement/ promotions campaigns.

*Increased Sales/ Showroom and Web Traffic Year over Year for all new car stores and established various local partnerships for brand equity positioning (KIA N THE KLASSROOM; SAMES DRIVE 4 EDUCATION).
#drivelocaldriveSames*

09/2007- 08/2012

Border Media, Inc./ Laredo, Texas Director of Sales – Event and Interactive Marketing and Bus. Dev. Director

Responsible for all aspects of marketing and sales including managing national, regional and local sales and account management functions including development, training and implementation for new product and service offerings including integrated services (mobile messaging, streaming and web consulting). Total staff includes eight Account Executives, one Community Relations Manager, two Sales Managers and Promotions Department personnel.

Event and business development marketing and implementation including sales training, event planning and execution.

Responsible for implementation and growth of all mobile messaging clubs and database and social media.

Monthly, quarterly and annual budget forecasting for sales revenues. Maintenance of budget to achieve positive net contribution and expense management.

Community and public relations representation. Production, planning and execution of complex marketing/ advertisement/ promotions campaigns.

Grew top line revenues year over year in double digits in 2008. Top mobile messaging deployment and retention in company. Selected as model market for integrated marketing and sales including sales and promotions.

09/2005- 09/2007

Entravision, Inc./ Univision-KLDO 27, Laredo, Texas LOCAL SALES MANAGER

Responsible for growth and retention of customer base by aggressive management and implementation of sales/ marketing strategies for a sales team consisting of six account executives in Laredo, Texas. Drive sales and marketing behavior to insure the attainment of very aggressive monthly, quarterly media/ advertising sales and marketing results by sales team. Development and training of sales teams to assure confidence and accuracy in product set and market needs.

Recruitment, training and development of sales staff.

Monthly, quarterly and annual budget forecasting for local and regional sales revenues. Maintenance of budget to achieve positive net contribution to local affiliate.

Community and public relations representation. Production, planning and execution of complex non standard advertising and standard television advertisement campaigns.

Consistently surpassing sales goals. Consistently used as a product sample for locally developed campaigns that have been nationalized.

4/2004-9/2005

Community Health Systems/ Laredo Medical Center, Laredo, Texas DIRECTOR OF MARKETING/ & BUSINESS DEVELOPMENT Public Information Officer

Responsible for strategic marketing and business development for the purpose increasing market share through various marketing and community relations initiatives in an effort to improve community image and ultimately grow business and footprint of hospital services. Responsible for promoting physician relations in an effort to increase patient referrals and attract other physicians. Responsible for all advertising and marketing budget for the local market and worked with the national office in order to leverage buying. Spearheaded employee customer service trainings and implementation of hospitality initiatives inclusive of health fairs, non-profit event participation and educational initiatives through speaker's bureaus at local schools. Responsible for crisis communications, media and public relations inclusive of the development and implementation of a communications plan for local facility. Promotion of weekly patient education updates via local broadcast and media venues on various health issues. Responsible for all special events planning and coordination.

Media buying: broadcast television, broadcast radio, cable, print, billboards, online, non-traditional.

Recruitment and business / marketing liaison

Reported directly to CEO and financial management of fiscal reporting to CFO.

Implemented Outpatient task Force, Hospitality task force.

Selected as Best of Best Marketing Directors company-wide amongst 72 hospitals to serve on 8 person Community Health Systems Marketing Advisory Council. Successful Marketing and PR plan resulting in exponential increase for inpatient and outpatient census and ROI.

04/1996-4/2004

AT&T formerly SBC Communications Inc., Laredo, Texas AREA MANAGER-SALES & MARKETING

Responsible for growth and retention of customer base by aggressive management and implementation of sales/ marketing strategies for a sales team consisting of eight account managers in the South Texas market consisting of Laredo, Rio Grande Valley and Corpus Christi Texas. Drive sales and marketing behavior to insure the attainment of very aggressive monthly, quarterly, and annual sales and marketing results by sales team. Development and training of sales teams to assure confidence and accuracy in product set and market needs.

Consistently spearheading of marketing initiatives to address the need for diversity in products to meet the demand of the ever evolving international/ domestic markets that are home to South Texas. Assist in the development of products sets to test and implement in the "border cities" and South Texas markets. Facilitation of technology updates and demonstrations through a varied means of market coverage inclusive of customer technology seminars in each of the markets I am responsible for. Daily management of administrative requirements, human resource issues, productivity and measurement reports. Reporting of financial, statistical and market data to leadership team through various reporting mechanisms. *Successful management of more territory than any other Area Manager in my channel.*

Awarded SBC Pinnacle Award in 1999 for top 1% of sales and marketing performance in all of SBC nationwide. Awarded SBC Presidents Club the same year. Consistently top 10 performer in region during years on the job.

Education:

University of Phoenix Online, Phoenix Arizona; BSA-Marketing 2009

PROFESSIONAL LICENSES, ACCREDITATIONS:

IAB Certified Digital Executive- pursuing certification

Certified Digital Marketing Consultant Radio Advertising Bureau- 2009-2012

SBC Southwestern Bell Center for Learning, Irving, Texas; Cisco Sales Executive Certification- 2002

SBC Southwestern Bell Center for Learning, Irving, Texas; Data Certified Sales Executive- 1999

Junior Achievement National, Colorado Springs, Colorado; Executive Director Certification- 1993

Dale Carnegie Public Speaking Certification- How to Win Friends and Influence People- 12 Week Certification-1994

SKILLS:

ComScore, Nielsen literate.

Non-traditional Media Buying (digital display, retargeting, geo-fencing, mobile/desktop, pre-roll/mid-roll/post-roll, social media, digital outdoor)

Media Buying: Traditional (Broadcast television, cable, broadcast radio, print, outdoor legacy, direct mail)

Media Relations; Crisis Communication; Strong Public Speaking Skills

Copy writing- Strong

Training and Presentation Skills- Strong

Social Media Content Management and Metrics Analysis

COMMUNITY SERVICE LEADERSHIP AND MEMBERSHIPS:

TEGNA Racial Diversity & Inclusion Working Group- selected as 1 of 15 members representing all of TEGNA- since 2019

Leadership Corpus Christi- 2021-2022- currently enrolled - selected amongst over 150 applicants

United Chamber of Commerce,

2017-2019 Laredo Chamber of Commerce Business Dev Committee Chairperson & BDC Series Presenter, since 2015

2017 Laredo Chamber of Commerce- Committee Chairperson of the Year

ACTS Mission Laredo Chapter/Diocese of Laredo Board Member- Communications Chair, 2017-2019

2016 Laredo Chamber of Commerce -Jim Parish Media Award- Publicist of the Year

Our Lady of Guadalupe Guadalupana Society, President 2015-2018

Our Lady of Guadalupe Church, Finance Council since 2015

Casa Micericordia, Sisters of Mercy, Board Member 2010-2014

Lado a Lado Diabetes Gateway Community Health Center Board Member 2008-2012

Laredo Chamber of Commerce 2006 & 2007 Membership Drive Chairperson

American Heart Association Go Red For Women Sponsorship Vice Chair 2004-2005

American Cancer Society Chairperson Relay For Life 2004

Laredo Chamber of Commerce- Board Member 1994-1996

Laredo Chamber of Commerce- Education Chairman- 1995 to 1998

Junior Achievement of Laredo Vice Chairman Fund raising -- 1999 to 2001

Junior Achievement National Bronze Board of Directors Leadership award- 1995

Leadership Laredo Alumni- 1993

Rotary Int. - Laredo Gateway Rotary--Community Service Lane Chair- 1994 to 1995

Rotary Int. - Laredo Gateway Rotary-Membership Service Lane Chair- 1995 to 1996

LANGUAGES: Spanish= Fluent in written and oral communication

REFERENCES: Available upon request

Application for a City Board, Commission, Committee or Corporation

Profile

Sarah Rodriguez
First Name Last Name

Email Address

Street Address

Unit 41
Suite or Apt

Corpus Christi
City

TX 78411
State Postal Code

What district do you live in? *

District 2

Current resident of the city?

Yes No

If yes, how many years?

33

Primary Phone Alternate Phone

NuStar energy Regional Human Resources analyst
Employer Job Title

Work Address - Street Address and Suite Number

410 SPID suite 200

Work Address - City

Corpus Christi

Work Address - State

Texas

Work Address - Zip Code

78405

Work Phone

3618058579

Work E-mail address

Sarah.rosriguez@nustarenergy.com

Which Boards would you like to apply for?

SISTER CITY COMMITTEE: Submitted

Interests & Experiences

Are you a registered voter?

Yes No

Do you currently serve on any other City board, commission or committee at this time? If so, please list:

CASA board member for over 1 year, Girl Scouts of Greater South Texas Board member for over 1 year

Education, Professional and/or Community Activity (Present)

Very active in the community, a member of YBPA, active on the boards I serve

Why are you interested in serving on a City board, commission or committee?

I was a sister city recipient and loved the program. To this day I am still close to my sister city family and know how special and important these experiences and relationships are to youth.

Are you an ex-Officio member of a City Board, commission or committee?

Yes No

No person shall be appointed by the Mayor or Council Members to serve on more than one board, commission, committee or corporation at the same time. If you currently serve as a voting member for a board, commission, committee or corporation are you willing to resign your current seat to serve on another board, commission, committee or corporation?

Yes No

Are you a current candidate in an election for a non-city public office?

Yes No

Do you currently serve as an elected official for a non-city public office?

Yes No

Will you seek re-election to the non-city public office? If not in a non- city public office, please enter N/A

No

Demographics

Gender

Female

Code of Ethics - Rules of Conduct/Conflicts of Interest

Do you represent any person or organization in any claim or lawsuit or proceeding involving the City?

Yes No

Do you, your spouse, your business or your spouse's business have a City contract?

Yes No

Does your employer or your spouse's employer have a City contract?

Yes No

Are you involved with any activities or employment that would conflict with the official duties on the City boards for which you are applying?

Yes No

Are you, your spouse, your business or your spouse's business involved in any pending bid, proposal or negotiation in connection with a contract with the City?

Yes No

Do you or your spouse have a pending claim, lawsuit or proceeding against the City?

Yes No

If you answer "Yes" to any of the questions above, please explain or ask to speak with the City's Legal Department. If you answer "NO" to all questions above, please enter N/A.

N/A

Board-specific questions (if applicable)

Verification**City Code Requirement - Residency**

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-65, which states that all members of City boards and commissions, including ad hoc committees, appointed by the City, must be residents of the city. A move outside the city limits of the city by any member shall constitute automatic resignation from the particular board or commission on which such member served.

I Agree

City Code Requirement - Attendance

As a board, commission, or committee member, you will be asked to adhere to City Code of Ordinances, Section 2-61, which provides that absences from more than 25% of regularly scheduled meetings during a term year on the part of any board, commission, or committee member shall result in an automatic termination. An absence shall be deemed unexcused unless excused by the board, commission or committee for good cause no later than its next meeting after the absence.

I Agree

Consent for Release of Information

I understand that if any member of the public makes a request for information included in this application or in any attachment (e.g. resume or supporting documentation) for appointment it is subject to and must be disclosed under the Texas Public Information Act. I understand that under the Texas Public Information Act, my home address and home telephone number is subject to public disclosure unless I am elected or appointed to the position which I seek. I hereby consent to the release of my home address and home telephone number should it be requested under the Texas Public Information Act prior to my possible appointment or election. I hereby release the City of Corpus Christi, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Texas Public Information Act.

I Agree

Oath

I swear that all of the statements included in my application and attached documents, if any, are true and correct.

I Agree