



# Board Appointment Form

City Clerk

Submitted On: Sep 6, 2022, 03:56PM MDT

Submitted By: Matthew Ibarra

Appointing Office	Representative District 2
Type of Agenda	Consent
Date of Council Meeting	Tuesday, September 13, 2022
Agenda Posting Language	Appointment of Marina Monsisvais to the Women's Rights Commission by City Representative Alexandra Annelo, District 2
Name of Board/Committee/Commission	Women's Rights Commission
Appointment Type	Regular
Special Qualification Category (if applicable)	
Nominated By	Representative Alexandra Annelo
Nominee Name	Marina Monsisvais
Nominee Email Address	[REDACTED]
Nominee Mailing Address	[REDACTED]
Zip Code	[REDACTED]
[REDACTED]	[REDACTED]
Does the proposed appointee have a relative working for the city?	NO
Has appointee been a member of other city boards / commissions / committees?	YES
If so, please provide names and dates.	Museums and Cultural Affairs Advisory Board 2009 - 2012, Community Development Steering Committee 2018 - 2019
List all real estate owned by appointee in El Paso County (by address, if none, enter 'N/A')	[REDACTED]
Who was the last person to have held the position before it became vacant?	N/A
Incumbent Expiration Date	August 31, 2022
Reason person is no longer in office	Term Expired
Date of Appointment	September 13, 2022
Term begins on	September 01, 2022
Expiration Date of New Appointee	August 31, 2024
Term	1st Term
Upload File(s)	Resume - Monsisvais.doc

## EXPERIENCED COMMUNICATIONS AND MARKETING PROFESSIONAL *"Delivering a Passion for Culture, Communications and Marketing in my Community"*

**RESULTS-DRIVEN LEADER** with well-rounded culture, communications, marketing, and managerial experience. Work closely with a team of talented professionals to conceptualize, develop, and implement promotions using innovative and effective strategies. Extensive knowledge and experience in all aspects of mass media including social, web, print, radio, and television. Quick thinker with extensive background in public relations, copywriting and event coordination. Ability to meet fiscal and deadline commitments. Demonstrated team player with administrative experience (timelines, budgets, schedules, etc.). Well connected to music, arts, non-profit, and business communities. Civic-minded individual with strong networking skills. Energetic, positive, and decisive leader who is bilingual and possesses strong community relationships. Played an active role in conceptualizing and building "Mujer Festival" in 2002, a visionary event that brought together members of our regional/border music, arts, and activist communities to raise awareness and proceeds of \$22K for Casa Amiga in Juarez. Chair of Chalk the Block Public Art Festival from 2009 to present, an event that has grown from 5k attendees to 42k attendees in 2017 and generated a local economic impact of over \$1million.

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### PROFESSIONAL EXPERIENCE

**Owner** 06/10-Present  
**Barracuda PR** El Paso, TX

- Handle social media efforts for several non-profits and businesses (Facebook, Twitter, You Tube, etc).
- Produce newsletter/editorial content.
- Conceptualize and execute client-specific promotions utilizing our strong media relationships.
- Develop and execute Public Relations strategies for clients and special events.
- Conceptualize and execute special events such as ground breaking ceremonies, press conferences, fund-raisers, etc.
- Develop and send out press releases and story pitches on behalf of our clients to local and regional media.
- Develop mutually beneficial community partnerships.
- Produce copy for web, print materials, advertising, internal communications, etc.
- Participate in brainstorming/strategic planning sessions for our clients.
- Handle coordination of commercial TV shoots (casting, securing locations, scheduling, over all logistics).

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### PROFESSIONAL EXPERIENCE

**Program Coordinator** 01/08-06/10  
**University of Texas at El Paso** El Paso, TX

- Manage Student Programs (Cinema Novo Independent Film Series, Wednesday Music Café, Union Art Gallery)
- Mentor three student coordinators and budgets for all student programs (all programs are "learning" programs).
- Public Relations and Media Buyer for Student Programs as well as events at Don Haskins Center, Magoffin Auditorium, Sun Bowl Stadium (Britney Spears, Kiss, Jay-Z, AC/DC, Shakira, Cirque Du Soliel).
- Develop social media efforts for UTEP Special Events, Cinema Novo, and Union Art Gallery.
- Work with other University Departments to coordinate special events (Minerpalooza, Homecoming, Tournées Film Festival, Redefining Walls Exhibition, The Disappeared, and Bhutan Days).
- Game Day Manager for all UTEP Women's Basketball home games (checks in officials, customer relations, manage game day activities, coordinate with security, etc).
- Handle special needs for UTEP Football season (credentials, game day passes, parking passes, game day signage, etc).
- Secure corporate sponsorship for development of student programs (Cricket Communications, What's Up Weekly)
- Write and manage grants for Student Programs (secured largest grant in history of Cinema Novo for 2009/2010 cycle)
- Be aware of the interests of our student body to provide quality of life programming that is relevant and important to them in order to book films, music and artists that resonate with UTEP's student population (We Will Rock You Music Film Series, Sleepercar Wednesday Music Café Afterhours show, All Hallow's Eve Grind).

## PROFESSIONAL EXPERIENCE

**Field Marketing Manager**  
**Red Bull North America**  
**Full Time 40+ hours weekly**

06/06-07/07  
El Paso/West TX

- Manage mobile energy programs in West Texas and Las Cruces, NM to ensure quality sampling.
- Build belief in brand by personalizing it for college students (ex: Terry Adams at TTU, supported events at UTEP, KRUXfest at NMSU).
- Build and maintain positive relationships with key opinion leaders in community/scenes.
- Create unique Red Bull experiences for niche markets while incorporating art/culture (ex: Art of the Can at Adair Margo Gallery, Bboy Academics, Manny Mania, Illume at NMSU, Fandango movie screening at San Elizario square).
- Bring brand image to life in on premise accounts (ex: Moto GP viewing parties at accounts, Ghost Recon tournament at Ft.Bliss).
- Create yearly business plans and budgets for El Paso and West Texas Markets.
- Identify and participate in existing events by creating and providing tailor made solutions to enhance the occasion (ice sculpture and floating screen at Amigo Airsho reception, soccer warm-up areas at Sun Bowl Soccer Tournament, etc)
- Work with local media to attain coverage of local activations.

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**Promotions Director/On-Air Talent**  
**Entravision Communications**  
**Full Time 40+ hours weekly**

07/02-07/05  
El Paso, TX

- Served as mid-day host of #2 rated radio show in El Paso.
- Conceptualized, produced, and hosted "Stepping Out," a radio show with a focus on local music scene as well as independent music/film.
- Work closely with local colleges, UTEP, NMSU, and EPCC, to develop and establish relationships with local student population. Ex: Border Music Fest at UTEP, career days at EPCC, concert promos at NMSU
- Developed on-premise promotions with local bars and restaurants. Ex: "Show us Your Cans," Speaking Rock B of B, "Beastie Bar-Mistvah," etc.
- Oversee promotions staff, direct promotion programs that combine advertising with purchase incentives to increase sales and public image. Conceptualize, script, and implement all station promotions for radio, television, and print advertisements.
- Build and maintain positive relationships with public and private sectors. Establish and maintain cooperative relationships with representatives of community, consumer, employee, and public interest groups, as well as media.
- Promotions Director for KHRO, KOFX, and KYSE. Managed staff and budgets for all three stations.
- Improved quality of life for young El Pasoans by promoting over 32 sold out concerts in our market. Devised creative promotions for each and every concert.
- Actively participated in developing events relevant to niche groups with Red Bull such as Red Bull Rockjam at Hueco Tanks, "Sonic Boom" at the Rescue Mission Silo.

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## EDUCATION

Bachelor's Degree in Journalism and Mass Communications  
NEW MEXICO STATE UNIVERSITY  
(Emphasis in Photojournalism)

2000  
Las Cruces, NM

Bilingual-written and verbal skills in Spanish

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