



## Board Appointment Form

City Clerk's Office

Appointing Office	Representative Isabel Salcido, District 5
Agenda Placement	Regular
Date of Council Meeting	05/21/24
Name of Board	Museums and Cultural Affairs Advisory Board
Agenda Posting Language	
Appointment of Vanessa Tena to the Museums and Cultural Affairs Advisory Board by Representative Isabel Salcido, District 5.	
Appointment Type	Regular
Member Qualifications	
See Resume	
Nominee Name	Vanessa Tena
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 6
City Employed Relatives	N/A
Board Membership	
N/A	
Real estate owned in El Paso County	
Previous Appointee	Daniel Valdez
Reason for Vacancy	Term Expired
Date of Appointment	05/21/24
Term Begins On	10/01/23
Term Expires On	10/01/27
Term	First Term

# VANESSA TENA

MRS. TEXAS EARTH 2022-2023



## PROFILE

Public Relations, Media and Digital Marketer with Professional Selling Skills and Formal Leadership training. Looking to apply my 12+ years of strategic media marketing and communication experience by serving as Marketing Manager and a subject matter expert/liason for the organization to provide innovation, strategy and activate opportunities that educate, nurture and enable a positive relationship with the consumer and stakeholders towards goal attainment.

## EXPERIENCE

### PUBLIC AFFAIRS DIRECTOR

El Paso County Sheriff's Office

### SENIOR POLICY ADVISOR

Office of the County Judge

### SENIOR ACCOUNT EXECUTIVE

Spectrum Reach Charter Communication

### DIRECTOR OF SALES & OPERATIONS

El Paso's Farm Land

### MEDIA ADVERTISING/ PR INTERN

Sanders\Wingo Advertising Agency

## SKILLS

- Team management & activation
- Storytelling & Interpretation of Data
- Tactical Transactional Negotiation
- Motivational Coaching Leadership
- Critical Design Thinking
- Master of Digital Platforms; SEO, Paid Advertising, Web Conversions
- Resilient and Flexible
- Goal oriented Problem-Solving
- Computer Literacy, Google Certified

## EDUCATION

### UNIVERSITY OF TEXAS

#### AT EL PASO

MA, Leadership Studies 2016

BA, Media Advertising/ Business 2014

Coursework/Certifications:

- Google Certification
- Multimedia Ad Campaigns
- PSS: Professional Selling Skills

### BOARD MEMBER

Public Relations of the Southwest  
Language Acquisition Research Foundation  
Pioneers 21: Venture Incubators

## PERFORMANCE & VALUE

- Skilled at developing crisis communication plans, managing sensitive information, and mitigating risks to protect the reputation of organizations.
- Worked with public and private sectors, equipped with a comprehensive understanding of effective PR techniques, crisis management, and media relations
- Managed the production and external communication delivery of multi-screen ad campaigns and press releases, including brand awareness and lead generation tactics resulting in increased client engagement and revenue
- Successfully handled numerous challenging situations, offering calm and composed leadership during times of crisis.
- Simplified the complex to key stakeholders and decision makers to consistently secure YOY ad budget increase
- Partnered with the Business Development and Strategy and Activation teams to develop strategies around Betas and Proof of Concept ideas and serve as the client lead
- Productively tolerated ambiguity and handled multiple changing priorities with ease
- Developed strong client relationships and constantly built personal network within the industry including community event management
- Mastered the nuances of a large multi-media sales organization and how to make things happen in a highly matrixed organization - exhibiting a strong organizational navigation ability
- Gathered qualitative feedback with data driven approve to proactively identify opportunities, enhance existing strategy and test theories
- Supervised digital campaigns, analytics and research of ecommerce strategy resulting in consistent web conversion and revenue increase
- Stayed current on digital platforms, technical markets, pricing models, measurement platforms, technology trends, customer buying patterns / budgeting across all media platforms including but not limited to television, streaming, display, video, search and data integrations