



# Board Appointment Form

Submitted On: Oct 5, 2022, 09:05AM MDT

City Clerk

<b>Appointing Office</b>	Representative District 5
<b>Type of Agenda</b>	Consent
<b>Date of Council Meeting</b>	Tuesday, October 11, 2022
<b>Agenda Posting Language</b>	Appointment of Roman G. Robles to the Greater El Paso Civic, Convention and Tourism Advisory Board, by Representative Isabel Salcido, District 5.
<b>Name of Board/Committee/Commission</b>	Greater El Paso Civic, Convention and Tourism Advisory Board
<b>Appointment Type</b>	Regular
<b>Special Qualification Category (if applicable)</b>	Residents of the City of El Paso. Does not hold any other office of honor, trust, or profit in the government of the City or the County of El Paso.
<b>Nominated By</b>	Representative Isabel Salcido
<b>Nominee Name</b>	Roman G. Robles
<b>Nominee Email Address</b>	[REDACTED]
<b>Nominee Mailing Address</b>	[REDACTED]
<b>Zip Code</b>	[REDACTED]
[REDACTED]	[REDACTED]
<b>Does the proposed appointee have a relative working for the city?</b>	NO
<b>Has appointee been a member of other city boards / commissions / committees?</b>	NO
<b>List all real estate owned by appointee in El Paso County (by address, if none, enter 'N/A')</b>	N/A
<b>Who was the last person to have held the position before it became vacant?</b>	Gracie Viramontes
<b>Incumbent Expiration Date</b>	August 01, 2022
<b>Reason person is no longer in office</b>	Term Expired
<b>Date of Appointment</b>	October 11, 2022
<b>Term begins on</b>	August 02, 2022
<b>Expiration Date of New Appointee</b>	August 01, 2024
<b>Term</b>	1st Term
<b>Upload File(s)</b>	RESUME - Roman Robles 1 (1).pdf

# Roman G. Robles

*Video / Creative / Marketing*

*Willing to travel and relocate 100%*

## INFO



### Address

[REDACTED]



### Phone

[REDACTED]



### Email

[REDACTED]



### Portfolio

[REDACTED]

## EDUCATION

### Bachelor of Science in Multidisciplinary Studies

(Marketing/Film/Communication  
)

*University of Texas at El Paso / El  
Paso/ Texas / 2006 - 2011*

## SKILLS

- Project Management
- Event Producer
- Creative - Out of The Box Thinking
- Contract Negotiation
- Sponsorship development/activation
- Bilingual (English/Spanish)
- Video Producer

## EXPERIENCE

### Director of Marketing & Creative (Managing Partner) 2013 - Present

*Fresh on Monday Productions / Xavier Vazquez - [REDACTED]*

- Leader of boutique creative content and marketing strategy agency with a staff of 6.
- Consultant - for the Housing Authority of the City of El Paso. Established new marketing strategy focused on social media marketing, video marketing, and documentary style films.
- Created the theme and sponsorship activation for the City of El Paso's winning campaign for the National Civic League -All American City competition. (\$50K in sponsorship revenue)
- Marketing and event management for 35 boxing/MMA fights, 17 Boxing Championships fights, working with Top Rank Boxing, Golden Boy Promotions and Sports Promotions of Texas.
- Provided marketing/event management for four Premier Boxing Champions shows headlining (Julio Cesar Chavez Jr, Devon Alexander, Victor Ortiz, Josesito Lopez, Carl Frampton). Managed a staff of 8, \$100k in local sponsorships, over \$350k in ticket revenue, and 800k - 1.2 million viewers on primetime TV.
- Athlete management/marketing for 3 athletes- Former WBO Champion Austin Trout, current IBF World Champion Jennifer Han, and WWE superstar Sin Cara. Sponsorship revenue of up to \$500k from 2015- 2020 working with companies like Aquahydrate, Everlast, Whataburger, USAA, Jarriotos Soda , Nissan, etc.
- Consulted on the redevelopment of video production services for the University of Mississippi's (Ole Miss SEC) communication & marketing department. Established new creative procedures, new equipment, new staff, and new content channels. Wrote and produced the 2019-2020 university national admissions videos.
- Created all video content and sponsorship development for Eddie Bravo's Combat jiu-jitsu and Eddie Bravo Invitational. All videos stream on UFC fight pass and social media to over 178 countries. Sponsorship development and activations with revenue of over 250k in the first 9 months.

### Director of Marketing & Sales

2015 - 2017

*KCOS- PBS / Contact: Emily Loya ■ [REDACTED]*

- Provide strategic business analysis and operational support for key projects and initiatives to maximize advertising and commercial sales for PBS.
- Established sponsorships with local/ national organization for 5 annual events which resulted in 90k in revenue in 2016.
- Expanded sales in 1<sup>st</sup> year by increasing underwriting in the first 6 month by 10% with increase sales by 85k.
- Managed a portfolio of 75 accounts, sales team of 5 people, and developed a new business development plan specifically for public media.

## EXPERIENCE CONTINUED

### SOCIAL

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#### LinkedIn

<https://www.linkedin.com/in/roman-robles-86420472/>



#### Facebook

<https://www.facebook.com/freshonmondayproductions/>

### EXPERTIZE

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- Adobe Illustrator
- Adobe InDesign
- Adobe Premier
- Adobe After effects
- Adobe Photoshop
- Adobe Audition
- Adobe Speed Grade
- Final Cut 10

### INTERESTS

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Video



Travelling



Music



Film



Painting



Photograph

### Outdoor Recreation Manager

2011 – 2013

*Dept. of Defense FMWR / Kenny Coppedge* ■ [REDACTED]

- Responsible for planning and operating all action sports and outdoor sports programming for Fort. Bliss.
- Responsible for planning, instructing, and operating all action sports and outdoor sports programming for Fort. Bliss.
- Coordinated all logistics including (lodging, budget, and vendors) for out of town trips, race adventures, tournaments, and marathons.
- Increased Warrior Adventures Quest participation and sales by 50% by using grass root marketing and digital marketing campaign with outdoor retail sponsorship activation's with PETZL, Patagonia, and Black Diamond etc.
- Developed all advertising and event campaigns for 6 major expeditions in rafting, rock climbing, skiing, paintball, and hiking in southwest region of US.

### Director of Events

2009 – 2012

*Kern Place Merchant Association / Rico Velázquez* ■ [REDACTED]

- Working on multiply yearly events -Mardi Gras Block Party, Wing Feast, EXA concert series, UFC bar events. etc
- Responsible for directly supervising event staff in event set up and break down, stage production, and safety
- Operated multiple regional events ranging from 200 to 15,000 participants and budgets up to \$250,000.
- Develop and manage all aspects of assigned company events within budget, prepared and documented schedules and training session dates, and presented portfolio and incident reports to higher management during post event meeting.

### Director of Operations

2006 – 2009

*El Paso Media Group / Brian Ponce* ■ [REDACTED]

- Assumed primary duties in administering full operations of 6 entertainment venues. Ensured compliance and adherence to legal and regulatory procedures and policies. Prepared, wrote, and presented financial reports and pre/post event reports to higher management.
- Established a prominent & financially successful beverage department with an overall profit increase of 30% in 2007 resulting in average profit of 200,000 per month.
- Coordinated local and national events including Alltel Wireless "Mi Circulo, Mi Música Tour" featuring Mexican rock bands Moenia, Moltof and Reik. El Paso Policeman's Annual Ball, EXA Radio - Little Wayne and Pitbull.
- Recruited and hired 150 employees along with providing continuous training to hone their knowledge and experience regarding the work environment and their duties.

### References

**Lester Bedford**  
Boxing Event Director  
SPOT INC  
[REDACTED]

**Emily Loya**  
CEO  
KCOS- PBS  
[REDACTED]

**Gerry Cichon**  
CEO  
El Paso Housing Authority  
[REDACTED]

**Victor Davila**  
CEO  
Combat Jiu-Jitsu – UFC Fight Pass  
[REDACTED]