

DATE: 12/14/2021

TO: City Clerk

FROM: City Representative Joe Molinar

ADDRESS: 300 N. Campbell TELEPHONE 915-212-0004

Please place the following item on the (Check one): CONSENT XXX REGULAR _____

Agenda for the Council Meeting of January 4, 2022

Appointment of Pamela Prieto Montoya to the Museums and Cultural Affairs Advisory Board

Item should read as follows: by City Representative Joe Molinar, District 4, as a regular appointment.

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Museums and Cultural Affairs Advisory Board

NOMINATED BY: City Representative Joe Molinar DISTRICT: Four

NAME OF APPOINTEE Pamela Prieto Montoya
(Please verify correct spelling of name)

E-MAIL ADDRESS: _____

BUSINESS ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

HOME ADDRESS: _____

CITY: _____ ST: _____ ZIP: _____ PHONE: _____

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: ___ NO X

IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE: N/A

LIST ALL REAL ESTATE OWNED BY APPOINTEE IN EL PASO COUNTY (BY ADDRESS):
HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES: N/A

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Alfredo Diaz

EXPIRATION DATE OF INCUMBENT: 10/1/2021

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X
RESIGNED _____
REMOVED _____

DATE OF APPOINTMENT: 01/5/2022

TERM BEGINS ON : 10/2/2021

EXPIRATION DATE OF NEW APPOINTEE: 10/1/2025

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: x

2nd TERM: _____

UNEXPIRED TERM: _____

Pamela Prieto Montoya

Tommy Gonzalez
City Manager
City of El Paso
300 N. Campbell
El Paso, TX 79901

December 13, 2021

Dear Mr. Gonzalez,

I am writing to express my interest in serving on the Museums and Cultural Affairs Advisory Board for the City of El Paso. I am passionate about my community and would love the opportunity to apply my strategic planning and communication skills to the exciting work overseen by the MCAD Advisory Board.

I have an educational background in Mass Communication and Applied Communication Research. I also bring eight years of experience working in higher education, and have spent the past five at The University of Texas at El Paso as Career Development Manager for the College of Business Administration. In this role, I have worked to promote the City of El Paso to companies visiting our region looking to hire UTEP talent or seeking to relocate their operations to El Paso. In these conversations, it's important for me to include information about the quality of life in our region – including the wonderful programs and events managed by MCAD, such as the museums and the Art and Farmers Market.

As I consider ways to contribute more actively to my community, I believe my critical thinking and strategic planning skills would be well utilized by the MCAD Advisory Board. I am a great believer in the power of collaboration and I am experienced in successfully building bridges across departments with conflicting priorities. Working with college students also keeps me attuned to the continually changing expectations of our youth and the increasing challenges in engaging them. I would love to bring this perspective to the arts and culture community in El Paso.

Thank you for considering my application to serve our community through the MCAD Advisory Board. My resume is attached – please don't hesitate to contact me should you have any questions.

Sincerely,

Pamela Prieto Montoya

Pamela Prieto Montoya

PROFESSIONAL EXPERIENCE

Career Development Manager | The University of Texas at El Paso (UTEP) | El Paso, TX | July 2016–Present

- Establish and maintain relationships between corporate partners and the College of Business Administration (COBA).
- Create areas of opportunity to maximize recruitment of 3,000+ students at more than 150 local and national firms.
- Engage directly with internal stakeholders to create and promote high-impact initiatives with corporate partners.
- Plan, execute and track employer recruitment events, including at least five major employer events per year.
- Identify and elevate corporate partner needs to plan and implement creative programs for UTEP students.
- Create and conduct engaging presentations, virtually and in person, for students and executive partners.
- Manage employer outreach to plan, promote and successfully travel to corporate sites with student groups.
- Reach out to UTEP alumni and connect them with current students through career development events.
- Serve as the point person for the University Career Center and share best practices with liaisons to other colleges.
- Write and edit social media posts and copy for promotional material for the COBA Social Media Subcommittee
- Contribute story ideas for different College stakeholders through the COBA Communications Committee

Market Research Specialist | The Pennsylvania State University | State College, PA | August 2013–June 2016

- Conducted competitive, industry, and market trend research using specialized data sources.
- Analyzed and interpreted quantitative and qualitative data related to employment outcomes for proposed programs.
- Communicated research findings and provided relevant and actionable insights to academic clients.
- Identified and used appropriate tools for clear conveyance of information and data visualization.
- Met with internal clients to document and assess needs, clarify project scope, and communicate project status.

Intern Analyst | Allegra Strategies | London, UK | July 2012

- Assisted in research projects at a London-based firm specializing in consumer insights in the food and coffee industry.
- Developed customer insights that helped better understand dining-out attitudes and behaviors.
- Analyzed datasets providing key strategic indicators to industry leaders.

EDUCATION

Master of Science in Mass Communication

Concentration: Applied Communication Research

Boston University

January 2013

Bachelor of Arts with Honors in Print Media/Communication Studies

Minor: Women's Studies

The University of Texas at El Paso

August 2010

PROFESSIONAL DEVELOPMENT & ACTIVITIES

UTEP College of Business Administration Strategic Planning Committee | El Paso, TX | November 2021–Present

UTEP College of Business Administration Social Media Subcommittee | El Paso, TX | October 2020–Present

UTEP College of Business Administration Communications Committee | El Paso, TX | June 2019–Present

UTEP Student Affairs Professional Development "Excellence in Leadership" | El Paso, TX | September 2018–May 2019

- CliftonStrengths: Positivity, Ideation, Woo, Communication, Context

Office of University Relations UTEP Aware Class XXVII | El Paso, TX | September 2017–June 2018

UTEP Student Affairs Professional Development "Executive Presence" | El Paso, TX | September 2016–May 2017

Volunteer Global Connections Conversation Partner | State College, PA | July 2015–July 2016

Senior Research Assistant | BU College of Communication | Boston, MA | September 2011–December 2012

- Managed team of six undergraduate research assistants to perform content analysis research.

Volunteer Research Assistant | UTEP/Kigali Institute of Education | Kigali, Rwanda | January–August 2010

- Assisted in survey design and traveled to Rwanda to meet with students and administrators for a research project in collaboration with the Kigali Institute of Education and the National University of Rwanda (NUR).