



Board Appointment Form

City Clerk's Office

Appointing Office	Mayor Renard U. Johnson
Agenda Placement	Consent
Date of Council Meeting	02/04/25
Name of Board	Animal Shelter Advisory Committee
Agenda Posting Language	
Appointment of Tess Passero to the Animal Shelter Advisory Committee by Mayor Renard U. Johnson.	
Appointment Type	Regular
Member Qualifications	
A person whose duties include daily operation of an animal shelter.	
Nominee Name	Tess Passero
Nominee Email Address	[REDACTED]
Nominee Residential Address	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Residing District	District 1
City Employed Relatives	N/A
Board Membership	
N/A	
Real estate owned in El Paso County	
N/A	
Previous Appointee	N/A
Reason for Vacancy	Resigned
Date of Appointment	02/04/25
Term Begins On	06/22/21
Term Expires On	06/23/25
Term	Unexpired Term

TESS PASSERO

• program officer •

EDUCATION

San Diego State University, **Master of Business Administration**, Marketing

University of Texas, **Bachelor of Science**, Communications - Radio-TV-Film

ABOUT ME

Languages: English & conversational Spanish

Hobbies: Volunteering with animals, reading, fitness

EXPERIENCE

2021-
current **El Paso Community Foundation**
Program Officer

- Manage numerous programs in the areas of animal welfare, education, and culture
- Raise funds and apply for grants for said programs
- Manage digital and traditional advertising, email communications, websites and special pages, public relations, content creation and calendars

2019-
current **Ottopass LLC**
Marketing & Brand Strategist, Owner

- Create brand ID strategies and marketing plans for clients
- Provide guidance on product and e-commerce launches
- Manage digital advertising and content creation and calendars

2015 **To The Stars**
Marketing Director

- Responsible for marketing all books, media, music and branded products
- Oversaw website, events, ecommerce, social media, digital advertising & content
- Managed designers, warehouse, store and marketing teams
- Created brand awareness and strategy for Tom DeLonge, Angels & Airwaves, To The Stars

2012 **Macbeth Footwear**
Global Marketing and PR Director

- Created demand and brand awareness across the globe
- Created, implemented, and maintained plans, budgets, sales tools and calendars
- Managed team ambassadors- artists, musicians, and athletes
- Oversaw retail activations, events, collaborations, PR and outreach

2011 **Keep-A-Breast**
Brand Manager

- Oversaw marketing, sales, and design for the merchandise division of the non-profit
- Managed education, outreach, and awareness
- Created marketing plans for the non-profit and the merchandise divisions

2006 **Pony Footwear**
Global Marketing and PR Director

- Created and implemented marketing strategy both domestically and internationally
- Managed all marketing across all global regions, including in-store, events, ad campaigns, social media, PR, budgets, calendars