



## Board Appointment Form

City Clerk's Office

Appointing Office	Alejandra Chávez, District 1
Agenda Placement	Consent
Date of Council Meeting	04/29/25
Name of Board	Women's Rights Commission
Agenda Posting Language	
Appointment of Pamela Soto to the Women's Rights Commission by Representative Alejandra Chávez, District 1.	
Appointment Type	Regular
Member Qualifications	
Ms. Soto has extensive experience in housing, socio-economic issues, and education, particularly through her work with the Housing Authority and Canutillo ISD. She has advocated for safe, affordable housing and equitable opportunities for families, ensuring positive impacts on women within their local communities.	
Nominee Name	Pamela Soto
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 1
City Employed Relatives	N/A
Board Membership	
N/A	
Real estate owned in El Paso County	
Previous Appointee	Maxey Scherr
Reason for Vacancy	Term Expired
Date of Appointment	04/29/25
Term Begins On	09/01/24
Term Expires On	08/31/26
Term	Unexpired Term

# Pamela Soto

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## PROFESSIONAL EXPERIENCE

### **Procedeo**

*January 2025 -Current*

#### *Communications Manager*

- Develop and implement communication strategies that align with the organization's goals and brand identity.
- Create compelling content for press releases, newsletters, social media, blogs, speeches, presentations, and internal communications.
- Manage media relations: build relationships with journalists, pitch stories, and serve as the point of contact for media inquiries.
- Oversee digital communications, including website content, email marketing, and social media platforms.
- Support crisis communications by preparing key messages, talking points, and statements. Collaborate across departments to ensure consistent messaging and support strategic initiatives.
- Measure the effectiveness of communication efforts and adjust strategies based on data and feedback.
- Coordinate events and public appearances to enhance the organization's visibility and community engagement.

### **Housing Opportunity Management Enterprise (HOME)**      *February 2018 – December 2024* *PIO/Special Assistant to the CEO*

- Managed relations with local, regional, and national media outlets; developed press releases, media advisories, and news stories to promote housing initiatives and programs.
- Developed and executed communication strategies for crisis management.
- Designed and implemented comprehensive communication plans to support housing initiatives, resident engagement, and community partnerships.
- Produced engaging content for social media platforms, newsletters, and other communication channels to promote the organization.
- Acted as a spokesperson for HOME, delivering presentations, speeches, and interviews to various audiences, including media, community groups, and government officials.
- Coordinated and managed company events such as ribbon cuttings, press conferences, and ground breakings.

#### *Compliance Coordinator*

- Attended pre-bids and other meetings to provide an overview of Section 3 and Davis-Bacon compliance obligations on contracts prior to award.
- Reviewed the required compliance documents submitted by vendors for contract purposes, investigate vendor discrepancies, and conduct on-site visits to the project sites.
- Developed and implemented contractor's violation resolution plans to ensure compliance
- Gathered and collected data to analyze and create reports on expenditures, Section 3, and Davis-Bacon.

- Reviewed, analyzed, and compared certified payrolls of project site employees to ensure contractors follow the assigned prevailing wages.

### **High Ridge Construction Inc.**

*January 2016 – February 2018*

#### *Project Manager and Administrator*

- Assisted with project design and management for both private & government sectors.
- Managed projects to be on time, on budget, and with high-quality completion.
- Reviewed project documentation to ensure compliance with all applicable policies.
- Overviewed of construction costs and change order estimates.
- Scheduled workforce as necessary to ensure project completion.
- Managed all accounting and invoicing for assigned projects including payrolls.

### **Permian Sand Operations LLC**

*November 2014 - January 2016*

#### *Office Manager*

- Planned and implemented office operations, layouts, and procurement.
- Implemented office policies by establishing standards and procedures.
- Completed operational requirements by scheduling and assigning employees to each project.
- Prepared and executed invoices by verifying transaction information; scheduling and preparing disbursement.
- Ensured financial objectives by preparing the annual budget, scheduling expenditures, and analyzing variances.
- Conducted weekly payroll.

### **TEB Benefits Group Inc.**

*April 2012 - October 2014*

#### *Account Manager*

- Conducted day-to-day bookkeeping and administrative duties.
- Managed liaison between the company and vendors.
- Reviewed the financial aspects of product development, such as budgets, expenditures, and research.
- Managed ancillary benefits plan for each designated group.
- Conducted monthly benefits presentations for new employee orientations.
- Provided assistance with employee questions regarding benefits and process claims.
- Conducted monthly billing, invoicing, and payroll.

### **University of Texas at El Paso (UTEP)**

*February 2009 – April 2012*

#### *Librarian (Work-study)*

## **SKILLS**

- Bilingual (Spanish and English).
- Proficient in Microsoft Office, Adobe Premiere Pro, Creative Cloud and Yardi.
- Excellent analytical and communication skills.
- Crisis management
- Project coordinating and execution.
- Public speaking

## **EDUCATION**

**University of Texas at El Paso (UTEP) - El Paso, TX**

*Master of Science in Construction Management*

*2019*

*Bachelor of Business Administration in Marketing and International Business*

*2013*

**AWARDS**

- Texas NAHRO Media Recognition (2023)

**ADDITIONAL ACTIVITIES**

*UTEP Women in Business Association (WBA)*

*2011-2013*

Board Member