



Board Appointment Form

Submitted On: Sep 6, 2022, 12:53PM MDT

City Clerk

| | |
|--|--|
| Appointing Office | Representative District 3 |
| Type of Agenda | Consent |
| Date of Council Meeting | Tuesday, September 13, 2022 |
| Agenda Posting Language | Appointment of Veronica Martinez Hernandez to the Greater El Paso Civic, Convention and Tourism Advisory Board by Representative Cassandra Hernandez, District 3 |
| Name of Board/Committee/Commission | Greater El Paso Civic, Convention and Tourism Advisory Board |
| Appointment Type | Regular |
| Special Qualification Category (if applicable) | |
| Nominated By | Representative Cassandra Hernandez |
| Nominee Name | Veronica Martinez Hernandez |
| Nominee Email Address | [REDACTED] |
| Nominee Mailing Address | [REDACTED] |
| Zip Code | [REDACTED] |
| Nominee Primary Phone Number | [REDACTED] |
| Does the proposed appointee have a relative working for the city? | YES |
| If so, please provide his or her name, city position and relationship to the proposed appointee. | JOEL MARTINEZ, COUSIN, SENIOR PROJECT MANAGER FOR THE CITY OF EL PASO, DOITS |
| Has appointee been a member of other city boards / commissions / committees? | NO |
| List all real estate owned by appointee in El Paso County (by address, if none, enter 'N/A') | [REDACTED] |
| Who was the last person to have held the position before it became vacant? | Katie Scott |
| Incumbent Expiration Date | September 04, 2022 |
| Reason person is no longer in office | Term Expired |
| Date of Appointment | September 13, 2022 |
| Term begins on | September 5, 2022 |
| Expiration Date of New Appointee | September 04, 2024 |
| Term | 1st Term |
| Upload File(s) | Veronica M. Hernandez - Resume - 9.13.22.pdf |

Veronica M. Hernandez

Detail-oriented Director of Marketing and Advertising with over 12 years of experience in the marketing and event organizing field. Skilled in directing, planning and developing local and regional community special events for all groups, ages and interest levels. Exceptional knowledge of business strategies and strong ability to translate into effective programs, tactics and messaging. Exceptional interpersonal skills and good decision-making and negotiating skills.

Experienced and Proficient In:

| | | | |
|----------------------------------|-----------------------|-------------------------|---------------------|
| Event Management | Operations Management | Sponsorship Sales | Event Marketing |
| Employee Management | Budget Building | Marketing Strategy | Public Speaking |
| Presentation Creation | Client Interaction | Microsoft Office | Vendor Coordination |
| Banquet Event Order Coordination | | Social Media Management | |

Work Experience:

Director of Marketing and Advertising- DeadBeach Brewery, El Paso Texas

August 2020- Present

- Department head responsible for creating and adhering to marketing advertising budgets.
- Responsible for sponsorship relations including fostering local and regional partnerships, contracting and fulfillment.
- Creator of advertising plans, social media marketing plans and grass roots marketing campaigns.
- Responsible for product launch plans, brand design and fulfillment.
- Director and producer of various community festivals.
- Responsible for business growth including, but not limited to: revenue growth, brick-and-mortar foot traffic increase and building brand recognition across several regions.

Live Events Manager-Townsquare Media, El Paso Texas

December 2010 –March 2020 | El Paso, Texas

- Department head responsible for creating, adhering to and exceeding annual live events budgets.
- Director and producer of various corporate and lifestyle events including but not limited to tradeshows, exhibitions, festivals, business expos and conferences.
- Driver of sponsorship revenue by motivating internal sales staff, supplying them with necessary presentations and tools essential for event exhibition opportunities.
- Responsible for growing attendance on a year to year basis for each event.
- Creator of event marketing solutions and sales decks for local, regional and national clients.
- Responsible for overseeing event marketing plans, social media plans, and event brand growth.
- Co-producer of out-of-state festivals and events and festivals hosted in Utah, Colorado and Arizona.:
- Responsible for analyzing event performance.

Small Business Services Payroll Consultant-Automated Data Processing ADP

June 2008 - December 2010 | El Paso, TX

- Managed day to day payroll needs for inbound clients.
- Processed employee data changes via ADP supported software.
- Worked in a team environment to achieve stellar call statistics and team merit awards.
- Provided recommendation to leadership around potential best practices and training on ADP solutions, based on client input and experience.

Education:

Bachelor of Business Administration with a concentration in Marketing (2010)
University of Texas at El Paso, El Paso, Texas

Accomplishments:

- Graduate of the prestigious Leadership El Paso program, Class XL
- Current Member of the Great Khalid Foundation's Board of Directors