



Board Appointment Form

City Clerk's Office

Appointing Office	Deanna Maldonado-Rocha, District 3
Agenda Placement	Consent
Date of Council Meeting	04/01/25
Name of Board	Fair Housing Task Force
Agenda Posting Language	
Re-appointment of Kenneth Bell to the Fair Housing Task Force, as an alternate member, by Representative Deanna Maldonado-Rocha, District 3.	
Appointment Type	Alternate
Member Qualifications	
See resume.	
Nominee Name	Kenneth Bell
Nominee Email Address	[REDACTED]
Nominee Residential Address	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Residing District	District 3
City Employed Relatives	N/A
Board Membership	
Fair Housing Task Force	
Real estate owned in El Paso County	
N/A	
Previous Appointee	Kenneth Bell
Reason for Vacancy	Term Expired
Date of Appointment	04/01/25
Term Begins On	05/01/24
Term Expires On	04/30/27
Term	Second Term

Kenneth Bell

Intuitive and dynamic professional with a bachelor's degree in Media Advertising and Creative Writing and three years of experience in copyediting, copywriting, and communications. Proven expertise in producing compelling and flawless content for a variety of publications and communication vehicles and ensuring adherence to production schedules and writing guidelines. Skilled in maintaining editorial calendars, editing and proofreading copy, modifying content for devices, and updating online content and design to attract visitors. A resourceful professional poised to leverage strong editorial skills to generate flawless copy upon submission and ensure expeditious delivery from writing to publication. Instrumental in building productive relationships to drive future partnerships and spark story and contact leads. Honed technical skills, including proficiency in Adobe Illustrator and Photoshop.

Areas of Expertise

- Copywriting / Writing / Editing
 - Content Development & Publication
 - Advertising & Marketing Initiatives
 - Account Management
 - Creativity & Imagination
 - Team Building & Leadership
 - Social Media Management
 - Strong Communication Skills
 - Customer Service Orientation
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EDUCATION

Double Major in Media Advertising / Creative Writing (May 2019)

The University of Texas at El Paso, El Paso, Texas

MEMBERSHIPS

Alpha Chi Honor Society, El Paso Advertising Federation, Student Advertising Federation

EXPERIENCE HIGHLIGHTS

COPYWRITER, Remote (2019 – Present)

Freelance

Create long and short form content, email copy, and social media posts for small businesses and start-ups. Researched and incorporated high and low competition hashtags for social media copy. Adhered to and helped shape brand voice and messaging. Performed copyediting for documents as needed. **Projects** – Circuit Breaker Labs, Essential Jobs Staffing, Wesley Lawrence for District 4, Iliana Holguin for County Commissioner.

Key Accomplishments:

- Developed brand-specific messaging for small businesses and international startups.
- Created promotional copy for local political organizations in El Paso.

VETERANS EVALUATION SERVICES, Remote (2019 – 2020)

Quality Analyst

Proofread medical documents used to determine disability compensation for veterans. Corrected inaccuracies that would have denied or delayed benefits for disabled service members.

Key Accomplishments:

- Reviewed and edited over 500 disability benefits reports.

EL PASO COUNTY DEMOCRATS COMMUNICATIONS TEAM, El Paso, Texas (2019)

Press Staffer (Volunteer)

Create and edit press releases on behalf of the Press Secretary and Communications Director for public outreach. Maintain the organization's image and presence during current events.

Key Accomplishments:

- Developed time-sensitive press releases for the local political organization.

THE UNIVERSITY OF TEXAS AT EL PASO STUDENT MEDIA AND PUBLICATIONS, El Paso, Texas (2017-2018)

Account Executive / Copywriter

Held concurrent responsibility for selling advertising space to local and national clients for print and online publications. Developed search engine optimization for online content exposure, strategically targeting local, regional, and national audiences. Generated new leads and business development through cold calling, reviewing competitive titles, and market research. As a copywriter, created native advertisements for the online publication.

Key Accomplishments:

Kenneth Bell

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- Developed brand-specific native advertising copy for online publication and attracted new clients while extending efforts to increase the conversion rate.
- Successfully sold 100% of the native advertisements for online publications and generated new business through implementing innovative sale strategies.
- Expanded the client base and delivered best-in-class client service by communicating in a professional manner, proactively resolving issues, and utilizing advanced account management techniques. **Copywriting Project** - Kiki's Balloon Twisting.

EMMA ACOSTA FOR MAYOR, El Paso, Texas (2017)

Social Media Manager

Created, shared, and managed political content to propel voter engagement and optimize outreach initiatives. Analyzed and reported social media presence, engagement, and effectiveness on all platforms.

Key Accomplishments:

- Improved online engagements and augmented Facebook ranking from 2.7/5 to 3.3/5 through implementing aggressive media outreach campaigns.

THE UNIVERSITY OF TEXAS AT EL PASO STUDENT ADVERTISING FEDERATION, El Paso, Texas (2016 - 2019)

President

Promoted the Federation to local small business community in El Paso while working on various projects with local businesses, student organizations, and non-profit organizations. Turned the club into a pipeline for the El Paso Advertising Federation and built relationships with local ad agencies and networked with professionals. **Projects:** Ladies in Stem Alliance, Society of Automotive Engineers, Insights Science Museum, UTEP Cyber Security Club, UTEP Student Government.

*Additional experience as **Civil Affairs Specialist** and **Ammunition Team Leader** with the United States Army.*