

DATE: 4.19.21

TO: City Clerk

FROM: City Representative Cassandra Hernandez

ADDRESS: 300 N. Campbell TELEPHONE 915.212.0003

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

Agenda for the Council Meeting of 4.27.21

Appointment of Kenneth Bell as Alternate to the Fair Housing Task Force by Representative

Item should read as follows: Cassandra Hernandez, District #3

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Fair Housing Task Force

NOMINATED BY: City Representative Cassandra Hernandez DISTRICT: 3

NAME OF APPOINTEE Kenneth Bell
(Please verify correct spelling of name)

E-MAIL ADDRESS: _____

BUSINESS ADDRESS: _____

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

HOME ADDRESS: _____

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

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

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

3. HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES: N/A

4. LIST ALL REAL ESTATE OWNED BY APPOINTEE IN EL PASO COUNTY (BY ADDRESS): N/A

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

NAME OF INCUMBENT: Marc Salazar

EXPIRATION DATE OF INCUMBENT: 4.27.21

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

DATE OF APPOINTMENT: 4.27.21

TERM BEGINS ON : 4.28.21

EXPIRATION DATE OF NEW APPOINTEE: 4.27.24

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

2nd TERM: _____

UNEXPIRED 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

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

Page Two of Two

- 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.*