



Board Appointment Form

City Clerk's Office

REVISED
10:19 am, Aug 21, 2024

Appointing Office	Representative Cassandra Hernandez, District 3
Agenda Placement	Consent
Date of Council Meeting	08/27/24
Name of Board	Greater El Paso Civic, Convention and Tourism Advisory Board
Agenda Posting Language	
Re-appointment of Veronica M. Hernandez to the Greater El Paso Civic, Convention and Tourism Advisory Board by Representative Cassandra Hernandez, District 3.	
Appointment Type	Regular
Member Qualifications	
See resume.	
Nominee Name	Veronica M. Hernandez
Nominee Email Address	[REDACTED]
Nominee Residential Address	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Residing District	District 1
City Employed Relatives	[REDACTED]
Board Membership	
Greater El Paso Civic, Convention and Tourism Advisory Board	
Real estate owned in El Paso County	
N/A	
Previous Appointee	Veronica M. Hernandez
Reason for Vacancy	Term Expired
Date of Appointment	08/27/24
Term Begins On	09/05/24
Term Expires On	09/04/26
Term	Second Term

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