



Board Appointment Form

City Clerk's Office

Appointing Office	Representative Henry Rivera, District 7
Agenda Placement	Consent
Date of Council Meeting	02/13/24
Name of Board	Committee on Border Relations
Agenda Posting Language	
Appointment of Rose Lucero to the Committee on Border Relations by Representative Henry Rivera, District 7.	
Appointment Type	Regular
Member Qualifications	
Please see Resume	
Nominee Name	Rose A. Lucero
Nominee Date of Birth	
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 3
City Employed Relatives	N/A
Prior Board Membership	
GREATER EL PASO CIVIC, CONVENTION AND TOURISM ADVISORY BOARD	
Real estate owned in El Paso County	
Previous Appointee	Fabiola Campos-Lopez
Reason for Vacancy	Term Expired
Date of Appointment	02/13/24
Term Start Date	06/01/23
Term End Date	05/31/25
Term	First Term

ROSE A. LUCERO



Summary of Qualifications

Innovative and ambitious professional with 25 years experience strategically managing projects and programs that benefit the community at large and its constituents. Exemplary bilingual oral and written communication skills. Outstanding problem-solving, analytical and decision-making skills with proven ability to conceptualize and execute solutions. Skilled in balancing the on-going needs of an organization with the emphasis of meeting goals and maintaining excellent relationships with peers, clients, elected officials, community leaders, professionals, staff members, and volunteers of all levels.

Professional Experience

Director of Strategic Initiatives and Advancement

Loretto Academy

June 2023 - present

Managing the day-to-day projects associated with admissions, marketing, development, campus-wide fundraising, community development and alumni relations. Responsible for the internal and external communications of the organization.

Bond Outreach Coordinator

El Paso Independent School District

September 2019-June 2023

Responsible for community outreach as related to the \$668 Million 2016 District Bond. Areas of focus include serving as liaison between district and engineering company, community partners, government relations, and all marketing and strategic initiatives associated with the bond.

Marketing Director

November 2018-September 2019

Scherr Legate Law Firm

Responsible for the creation of the marketing program for the law firm, to include but not limited to website, billboards, promotional videos, and radio commercials, special events and media relations.

Logistics Field Organizer

August 2018-November 2018

Beto O'Rourke For U.S. Senate

El Paso, Texas

Team member of the largest political grassroots program in Texas. Responsible for meeting daily goals with the voter contact program in El Paso County. Served as the logistics field organizer to set-up satellite offices that helped facilitate volunteer engagement. Traveled as directed by the Field Director.

Development Officer**September 2017-June 2018****Make-A-Wish Foundation**

Responsible for managing the fundraising initiatives of the Foundation and securing support for wish related projects. Work with media outlets to highlight the uniqueness of wishes granted to children in El Paso. Served as official spokesperson for the organization. Surpassed grant budget and increased funds and participants by double for the Walk for Wishes in El Paso.

Director of Development & Community Relations**May 2013-September 2017****The Salvation Army**

Responsible for the direction of marketing, fundraising and increasing the visibility of the organization to include social media, grant writing, special events, and donor development. Created seven new fundraising initiatives over three years. Served as official spokesperson. Formed media partnerships with print, television, and radio outlets. Supervised volunteer department with an average of 600+ hours each month. Increased Red Kettle volunteer adoption by 500 percent. Developed in-kind partnerships with schools and community partners estimated value at \$500,000. Work with Advisory Board members and volunteers to maximize efforts. Collaborate with other non-profit organizations to provide the most services to clients. Establish strong community partnerships with government entities, corporate and public sectors. Coordinate disaster services for the organization.

Marketing Manager**Rave Marketing and Events, LLC****October 2009-May 2013**

Identify and develop new sponsorships and maintain strong corporate relationships and maintain strong corporate relationships. Manage corporate sponsorship sales to ensure contract fulfillments. Execute event logistics from start to finish. Managed media relations to develop new stories for clientele. Maintain and develop relationships with community leaders, including Fort Bliss. Organize social media campaigns. Supervised contract labor and volunteers.

Marketing & Communications Manager**April 2004-October 2009****United Blood Services**

Responsible for marketing efforts of a region comprising seven cities. Directed and managed special projects that addressed areas of improvement. Managed fund raising projects over \$300,000 in three years. Leveraged advertising budget with media partners. Served as the organization's official spokesperson. Worked collaboratively with the Community Advisory Board. Supervised 20 employees and two supervisors. Created community education programs. Received two promotions in the first two years.

Executive Director**June 1999-November 2003**

Susan G. Komen Breast Cancer Foundation

Responsible for the day-to-day operations of the Foundation. Official spokesperson for the organization. Created and managed corporate sponsorships and charitable giving to meet goals. Developed the first education outreach program, while managing over 300+ volunteers. Supervised grantee reporting and grant process.

Awards

2021 Outstanding Alumni - New Mexico State University School of HRTM

2016 Hometown Hero Nominee

2007 Most Creative Blood Drive - America's Blood Centers

2003 Lee National Denim Day - Outstanding Affiliate Marketing Campaign

Education

New Mexico State University-Las Cruces, New Mexico

Bachelor of Science-Hotel, Restaurant & Tourism Management

December 2009

Community Service

President Bel Air Alumni Association

Vice-President of Events Amigo Airsho

Vlce-President of Five Points Lions Club

Past Regional Chairwoman, Lions Club International District 2T3

Advisory Board, El Paso Civic, Convention & Tourism Bureau

YISD Parent Advisory Council, Bel Air Representative

CEIC Council, Bel Air High School

Founder, Bel Air Christmas Project and Beyond Bel Air

Past President, Loretto Academy Parents Association

Past Logistics Chair, March of Dimes Walk for Babies

Women's Advisory Council, Las Palmas Medical Center

Past Chair, Junior League of El Paso Christmas Fair

References

Veronica Escobar, Congresswoman-District 16

(915) 433-6041 / vgescobar@gmail.com

Alan Wiernicki, Raytheon

(915) 248-9649 / alan.wiernicki@gmail.com

Gina Roe-Davis, President-Rave Marketing & Events

(915) 726-2465 / gina@ravemarketing.com