

DATE: 04/07/2020

TO: City Clerk

FROM: City Representative Cissy Lizarraga

ADDRESS: 300 N. Campbell TELEPHONE 915-212-0008

Please place the following item on the (Check one): CONSENT XX REGULAR \_\_\_\_\_

Agenda for the Council Meeting of April 13, 2021

Item should read as follows: Reappointment of Andres Farias to the Fair Housing Task Force as a regular member

### **BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM**

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

NOMINATED BY: City Representative Cissy Lizarraga DISTRICT: 8

NAME OF APPOINTEE Andres Farias

(Please verify correct spelling of name)

E-MAIL ADDRESS: N/A

BUSINESS ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

HOME ADDRESS: N/A

CITY: N/A ST: TX ZIP: N/A PHONE: N/A

**DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY?** YES: \_\_\_\_\_ NO: X  
**IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE:** N/A

**HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES:** NO

**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: Andres Farias

EXPIRATION DATE OF INCUMBENT: 04/27/2021

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

DATE OF APPOINTMENT: 04/13/2021

TERM BEGINS ON : 04/28/2021

EXPIRATION DATE OF NEW APPOINTEE: 04/27/2024

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM: X

2<sup>nd</sup> TERM: \_\_\_\_\_

UNEXPIRED TERM: \_\_\_\_\_

# Hello, I'm Andy Farias.

I am a proven, multi-dimensional strategist, storyteller, and team-builder. My specialties feature effective organizational communications, nonprofit administration, marketing strategies, project management, and digital media advertising.

## Experience

MAY 2019-PRESENT

*Opportunity Center for The Homeless*

### DIRECTOR OF DEVELOPMENT

- + Grow assets by identifying, cultivating, and engaging funding prospects as well as managing, implementing, and improving donor retention strategies to foster donor relations, corporate sponsorships, grants, and general institutional giving.
- + Facilitate strategic planning for new programmatic service initiatives and cultivate active collaborative partnerships.
- + Ensure organizational growth and sustainability through efficient record keeping, data management, donor communications, and project management.
- + Lead donor stewardship programs, fundraising/donor cultivation events; provide administrative and operational support for individual and institutional fundraising strategies.

*El Paso Children's Hospital*

### MARKETING COORDINATOR

- + Evaluate and establish marketing plan and strategy by developing and implementing brand strategy.
- + Ensure all marketing efforts serve to achieve immediate and longterm benchmarks, identifying and executing improvements for processes, content, and lead generation for conversion.
- + Plan and manage meetings, events, conferences, and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and work flows.
- + Originate content for digital, print, and press mediums; serve as a cross-functional photographer and videographer, and graphic designer.

JAN 2019-MAR 2019

## EDUCATION

*Organizational & Corporate  
Communications*

University of Texas at El Paso

*Distinguished Achievement with Honors*  
Eastwood High School

## RELEVANT SKILLS

- Learning Agile
- Collaborative
- Mentorship
- Strategic Development
- Networking
- Public Speaking
- Project Management
- Conflict Resolution

## TECHNICAL SKILLS

- Resource Development
- Corporate Engagement
- Marketing & Communications
- Branding and Messaging
- Event Organization
- Live Production Coordination
- Graphic Design
- Photography/Videography

## LANGUAGES

English



Spanish



# Experience Continued

JUL 2018-DEC 2018

*United Way of El Paso County*

## FUND DEVELOPMENT ASSOCIATE

- + Developed strategies to grow and enhanced workplace and individual giving efforts; developed community partnerships.
- + Directly managed a portfolio of approximately 35+ corporate accounts; created partnerships between accounts and United Way resulting in increased participation in organizational opportunities and corporate engagement.
- + Planned, promoted, and executed volunteer projects for workplace giving partners, nonprofits, and educational groups.
- + Developed training curriculum for fundraising ambassadors in both the public and private sector.

*The Giving Project*

## CO-FOUNDER & DIRECTOR

- + Envisioned and incorporated a self-sustaining non-profit charitable organization that mobilizes direct help to people living through homelessness.
- + Maintained focus through community to generously meet the needs of people experiencing homelessness to restore well-being and influence housing.
- + Lead officers who manage business development and operations, crisis intervention, public health components, volunteer coordination, fundraising, and marketing.
- + Maximized relationships, leveraged resources, and capitalized on publicity to exceed organizational benchmarks.

*SameDay Security Inc.*

## SOCIAL MEDIA SPECIALIST & LEAD GRAPHIC DESIGNER

- + Developed branding assets both digital and print for use in promo items, apparel, marketing materials, print and digital ad campaigns, and brand awareness; facilitated rebranding efforts for a major medical tech business, a standalone online service, and a breakthrough AI/VR platform for automated home health care.
- + Conceptualized monthly marketing plans for brand development through content, promotion, engagement, and conversion strategies.

MAY 2016-JAN 2019

JUN 2017-JUL 2018

## References

### JOHN MARTIN

*Deputy Director  
Opportunity Center for The Homeless*

### BRYAN CROWE

*General Manager  
Destination El Paso*

### TRESA ROCKWELL

*Executive Director  
Progress321*

**GUSTAVO REVELES** *Director  
of Community Engagement El Paso  
Independent School District*

## ORGANIZATIONS

2018 - CURRENT

### PROGRESS321

Organization impacting local economic development by equipping young professionals

2018 - CURRENT

### YOUNG LEADERS SOCIETY

Affinity group by United Way of El Paso County geared for aspiring community influencers.

## VOLUNTEERISM

2016 - 2019

### THE GIVING PROJECT

Volunteer officer (Director) and ex-officio board member (President).

2019 - CURRENT

### ANNUNCIATION HOUSE

Migrant refugee shelter site coordinator on an as-needed basis.

2015 - 2018

### ABUNDANT LIVING FAITH CENTER

Service coordinator for regular live productions at 5,800 person venue.

## HOBBIES

- Mentorship and socializing
- Volunteer opportunities
- Job-related activities
- Reading non-fiction
- Playing favorite podcasts
- Listening to Radiohead
- Watching sitcom reruns
- Enjoying new films
- Making new friends