

DATE: 01/29/2020

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 XXX REGULAR _____

Agenda for the Council Meeting of _____

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

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: N/A

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

_____ ST: TX ZIP: _____ PHONE: _____

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: N/A

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: Sergio Vasquez

EXPIRATION DATE OF INCUMBENT: April 27, 2021

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

DATE OF APPOINTMENT: February 4, 2020

TERM BEGINS ON : February 4, 2020

EXPIRATION DATE OF NEW APPOINTEE: April 27, 2021

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: X
2nd TERM: _____
UNEXPIRED TERM: _____

NONPROFIT, BUSINESS DEVELOPMENT, MARKETING

CONTACT

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.

EDUCATION

Organizational & Corporate Communications
University of Texas at El Paso

Distinguished Achievement with Honors
Eastwood High School

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.

RELEVANT SKILLS

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

JAN 2019-MAR 2019

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.

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

915.231.8882

BRYAN CROWE

General Manager

Destination El Paso

915.534.0667

TRESA ROCKWELL

Executive Director

Progress321

512.922.1329

GUSTAVO REVELES

Director of Community Engagement

El Paso Independent School District

915.230.2563

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