

DATE: June 28, 2018

TO: City Clerk

FROM: City Representative Sam Morgan

ADDRESS: 300 N. Campbell St. 2<sup>nd</sup> floor, El Paso, TX TELEPHONE 915-212-0004

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

Agenda for the Council Meeting of July 10, 2018

Re-Appointment of Rose Lucero- Mercado to the Greater El Paso Civic, Convention and

Item should read as follows: Tourism Advisory Board by Representative Sam Morgan, District 4

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

NAME OF BOARD/COMMITTEE/COMMISSION: Greater El Paso Civic, Convention and Tourism Advisory Board

NOMINATED BY: Representative Sam Morgan DISTRICT: 4

NAME OF APPOINTEE Rose Lucero-Mercado  
(Please verify correct spelling of name)

E-MAIL ADDRESS: \_\_\_\_\_

BUSINESS \_\_\_\_\_

ADDRESS: : \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ 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**

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

NAME OF INCUMBENT: Rose Lucero

EXPIRATION DATE OF INCUMBENT: June 12, 2018

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

DATE OF APPOINTMENT: July 10, 2018

TERM BEGINS ON : June 13, 2018

EXPIRATION DATE OF NEW APPOINTEE: June 12, 2020

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

2<sup>nd</sup> TERM: X

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

# Rose Lucero-Mercado

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## SUMMARY OF QUALIFICATIONS

Innovative and ambitious professional with 16 years experience managing non-profit organizations and directing events. 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 business relationships. Highly capable of collaborating with community leaders, professionals, staff members, and volunteers of all levels.

## CORE COMPETENCIES

Community Oriented  
Goal Driven  
Event Logistics  
Marketing Specialist

Sponsorship Recruitment  
Media/PR Relations  
Volunteer Management  
Blood Donor Recruitment

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## PROFESSIONAL EXPERIENCE

### DIRECTOR OF DEVELOPMENT & COMMUNITY RELATIONS THE SALVATION ARMY

May 2013-Present  
El Paso, Texas

- Responsible for the direction of raising funds, securing resources , and visibility of the organization
- Created 7 new fundraising initiatives over 3 years
- Served as official spokesperson
- Formed media partnerships with print, television and radio outlets
- Supervise volunteer department with an average of 600+ hours each month
- Increase Red Kettle Volunteer Adoption by 500 percent
- Develop in-kind partnerships with schools and community partners estimating at \$250,000
- Work with Advisory Board members to maximize efforts
- Collaborate with other non-profits 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 & SALES MANAGER RAVE MARKETING & EVENTS

October 2009-May 2013  
El Paso, Texas

- Identify and develop new sponsorships and maintain strong corporate relationships
- Manage corporate sponsorship sales to ensure contract fulfillments
- Plan and execute event logistics from start to finish
- Work directly with media and develop effective news stories
- Maintain and develop relationships with community leaders, including Fort Bliss
- Organize social media campaigns
- Supervise contract labor and volunteers

**MARKETING & COMMUNICATIONS MANAGER**  
**UNITED BLOOD SERVICES**

**April 2004-October 2009**  
**El Paso, Texas**

- Responsible for marketing efforts of a region comprising of seven cities
- Directed and managed special projects that addressed areas for improvement in blood drive sector
- Led fundraising projects raising over \$300,000 in three years
- Leveraged a \$250,000 advertising budget with media partners for a total of \$500,000-plus inventory
- Served as the organization's official spokesperson
- Worked collaboratively with Community Advisory Board
- Supervised over 20 employees and two supervisors
- Created community education programs
- Planned various marketing promotions for each center in accordance with demands of specific area
- Received two promotions in the first two years of employment

**EXECUTIVE DIRECTOR**  
**SUSAN G. KOMEN BREAST CANCER FOUNDATION**

**June 2000-November 2003**  
**El Paso, Texas**

- Responsible for the day-to-day operations of the foundation
- Official spokesperson for the organization
- Directed and managed corporate sponsorships and charitable giving to meet project goals
- Developed first education outreach program
- Supervised grant process and grantee reporting
- Enhanced and managed all marketing and media relations
- Developed new fundraising programs
- Supervised event employees
- Managed over 300 plus volunteers
- Refined processes within the organization to streamline potential for errors
- Expanded the presence of the foundation from a single event to a foundation concept

**AWARDS**

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**

Founder-Bel Air Christmas Project  
President, Loretto Academy Parents Association  
Logistics Chair, March of Dimes Walk for Babies®  
Women's Advisory Council, Las Palmas Medical Center  
Finance Chair, Junior League of El Paso Christmas Fair  
Hospitality Chair, Junior League of El Paso Christmas Fair  
Provisional Class Co-Chair, Junior League of El Paso  
Board of Directors, Amigo Airsho  
Vice President of Grounds, Amigo Airsho  
Media Relations Chair, Amigo Airsho

*REFERENCES AVAILABLE UPON REQUEST*