

DATE: August 15, 2018

TO: City Clerk

FROM: City Representative Cassandra Hernandez

ADDRESS: 300 N. Campbell TELEPHONE 915-212-0003

Please place the following item on the (Check one): CONSENT X REGULAR _____

Agenda for the Council Meeting of August 21, 2018

Item should read as follows: Appointment of Katie Scott to the GREATER EL PASO CIVIC, CONVENTION AND TOURISM ADVISORY BOARD by Representative Cassandra Hernandez, District #3

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: GREATER EL PASO CIVIC, CONVENTION AND TOURISM ADVISORY BOARD

NOMINATED BY: City Representative Cassandra Hernandez DISTRICT: 3

NAME OF APPOINTEE Katie Scott
(Please verify correct spelling of name)

E-MAIL ADDRESS: _____

BUSINESS ADDRESS: _____

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

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: NO

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: Georgina Williams

EXPIRATION DATE OF INCUMBENT: 9/4/2018

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

DATE OF APPOINTMENT: 8/21/2018

TERM BEGINS ON : 9/5/2018

EXPIRATION DATE OF NEW APPOINTEE: 9/4/2020

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: X

2nd TERM: _____

UNEXPIRED TERM: _____

OBJECTIVE: To serve on the El Paso Board of Tourism.

EDUCATION

- **Texas State University, San Marcos, TX** *August 2009-December 2013*
Bachelor of Arts- Communication Studies
Minor- Mass Communications

PROFESSIONAL EXPERIENCE

CEO *2017-Current*

View from The Top Marketing

El Paso, Texas- Phoenix, Arizona- Austin, Texas

- Develop all aspects of a company/person's brand
- Strategically put together a marketing plan of action
- Manage Social Media accounts
- Create images for advertising, marketing, and media
- Analyze trends, competition and campaign performance analytics

Campaign Marketing Director *2016-2017*

El Paso, Texas

- Developed candidate campaign image
- Organized events, appearances, and
- Designed and executed all printed literature
- Managed social media accounts

Marketing Director *March 2015- 2017*

Texas Restaurant Concepts

El Paso, Texas

- Created marketing department and systems
- Integrate marketing into sales, product development and human resources
- Created social media outlets for 6 different businesses
- Manage all reservations and catering orders, and made sure they are successfully executed
- Organize and create events to increase sales
- Design billboards, flyers and print images with graphic designer
- Create monthly promotions to build up customer's attendance and keep audience interested
- Interior decorator for all locations

Campaign Coordinator *March 2015- July 2015*

Candidate

El Paso, Texas

- Organized grass roots of campaign
- Coordinated events, fundraisers and appearance/debate schedule
- Hired and managed block walkers and poll sitters
- Organized cities 2nd largest campaign human chain
- Drafted all press releases and communicated with media outlets

Intern *September 2014- March 2015*

El Paso, Texas

- Managed all social media markets daily with upcoming events & project updates
- Designed and published district webpage and weekly newsletter with current events
- Wrote press releases for community meetings, events and projects
- Assisted constituents questions
- Coordinated district community meeting with representative and local organizations

Assistant Manager *July 2013- September 2013*

BCBG GIRLS, San Marcos, TX

- Worked with the Store Manager to improve operations, sales and profitability
- Responsible for merchandising strategies, and floor sets
- Managed new hires and training
- Maintained over 500 clients information
- Controlled shrink and met daily sales goals

ADDITIONAL SKILLS

- Self-Starter | Detailed-oriented | Able to run projects from inception to success | Effective communication skills, oral and written | Polished presentation and interpersonal skills | Strong marketing and persuading skills | Logical, analytical and managerial skills | Able to handle the pressure situations.