

DATE: February 29, 2012

TO: City Clerk

FROM: Representative Eddie Holguin, Jr.

ADDRESS 2 Civic Center Plaza 10<sup>th</sup> Floor, El Paso, TX TELEPHONE 915-541-4182

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

Agenda for the Council Meeting of March 06, 2012

Re-Appointment of Jason Lee Brewer to the Empowerment Zone Advisory Board by

Item should read as follows: Representative Eddie Holguin, Jr., District 6

SPECIAL INSTRUCTIONS: \_\_\_\_\_

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

NAME OF BOARD/COMMITTEE/COMMISSION: Empowerment Zone Advisory Board

NOMINATED BY: Representative Eddie Holguin, Jr. DISTRICT: 6

NAME OF APPOINTEE Jason Lee Brewer  
(Please verify correct spelling of name)

BUSINESS ADDRESS: 1918 Texas Avenue

CITY: El Paso ST: TX ZIP: 79901 PHONE: \_\_\_\_\_

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

CITY: El Paso ST: TX ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

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

NAME OF INCUMBENT: Jason Lee Brewer

EXPIRATION DATE OF INCUMBENT: 01/22/2012

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

CITY COUNCIL APPROVAL DATE: 03/06/2012

TERM BEGINS ON : 01/23/2012

EXPIRATION DATE OF NEW APPOINTEE: 01/22/2014

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

## Jason Lee Brewer

### Professional Experience:

- 2011 - Present **United Way of El Paso County – 1918 Texas Ave., El Paso, TX 79901**  
*VP, Marketing and Community Building*
- Development and implementation of Community Development frameworks
  - Oversight of Community Impact Committees
  - Oversight of all marketing and communications originating from the United Way of El Paso County
  - Develop and maintain relationships with media, agencies and key constituents
- 2008 - 2011 **North Texas Area United Way – 1105 Holliday, Wichita Falls, TX 76301**  
*VP, Marketing and Brand Management*
- Development, creation and implementation of marketing campaigns and community awareness strategies
  - Development and maintenance of relationships with media and community organizations
  - Maintenance of brand integrity in accordance with United Way Worldwide standard
- 2006 - 2008 **2-1-1 Texas / North Texas Area United Way**  
*Resource Manager*
- Maintenance of community-wide social service database
  - Development and marketing of a community directory for social service agencies
  - Provision of information and referral to the general public and social service entities
- 2004 - 2006 **Cash N More Pawn & Jewelry**  
*Account Manager*
- Development of marketing strategies
  - Development, creation and implementation of marketing materials
  - Media Buys / Strategic market placement
- 2002 - 2004 **KAUZ News Channel 6 / Hoak Media Inc.**  
*Production Assistant*
- Master Control Operator
  - Camera Operator
  - Audio / Video Production
- 2000 - 2002 **Rent-A-Center, Inc.**  
*Store Manager*
- Maintenance of monthly profit and loss statements
  - Management of 7 employees
  - Development, creation and implementation of marketing materials

### Education:

#### Sessions College Online School of Professional Design

- *Masters Certificate of Graphic Design*
  - Adobe CS3 Design Suite
  - Multimedia Design
  - Web Design and Development

#### Midwestern State University

- *Bachelor of Social Work, Spanish Minor*
- *Candidate for Bachelor of Fine Arts in Mass Communications*

#### Advanced Training

- Asset Based Community Development Certification – ABCD Institute, Northwestern University (Chicago, Illinois)

#### Technical Skills and Expertise:

- Microsoft Office
- Adobe Creative Suite 5 (Photoshop, Illustrator, In Design, Dreamweaver, Flash, Premier)
- Sony Vegas Video Editing Suite
- Multimedia Design Capabilities (Mac and PC Platforms)

- Photography Experience & Equipment
- Videography Experience & Equipment

**Professional Affiliations and Community Organizations:**

- Las Americas Immigrant Advocacy Center – Board of Directors
- Southwest PR Society - *Member*
- American Advertising Federation El Paso – *Board of Directors*
- American Advertising Federation Wichita Falls – *Board of Directors*
- Panhandle Region PR Society - *Member*
- Big Brothers Big Sisters – *Volunteer*
- Straight Street – *Volunteer*
- Project Back to School – *Steering Committee, Volunteer*

**Personal References**

**Debora Zuloaga**

President, CEO - United Way of El Paso County  
915-533-2434

**Judge Woodrow Gossom, Jr.**

Wichita County Judge  
940.766.8101

**Dr. Emerson Capps**

Retired Dean, West College of Education, Midwestern State University  
940.691.1829

**Diana Phillips**

President & CEO, North Texas Area United Way  
940.322.8638