

DATE: 10/12/2011

TO: City Clerk

FROM: Representative Eddie Holguin, Jr.

ADDRESS 2 Civic Center Plaza 10th 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 Tuesday, October 18, 2011

Item should read as follows: Appointment of Jason Lee Brewer to the Empowerment Zone Advisory Board by Representative Eddie Holguin, Jr., District 6

SPECIAL INSTRUCTIONS: Category: A Non-Profit Organization located in the Empowerment Zone

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: 940-867-2583

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: Rick Melendez

EXPIRATION DATE OF INCUMBENT: 01/22/2010

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

CITY COUNCIL APPROVAL DATE: 10/18/2011

TERM BEGINS ON : 01/22/2010

EXPIRATION DATE OF NEW APPOINTEE: 01/22/2012

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