

CHRISTY MARTINEZ-GARCIA
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CAREER OBJECTIVE

Public Relations Professional with 30+ years of experience and a passion for people, offering well-rounded expertise in diverse PR including ~ public speaking, social media, design, advertising, writing, and fundraising ~ who communicates effectively with media and target audiences through strategic brand management and PR campaigns. Poised and competent team builder and natural leader who thrives in environments filled with sincere empathy committed to the greater good of those it serves. Bilingual in English and Spanish.

EMPLOYMENT HISTORY

City of Lubbock/District 1 Councilwoman, Mayor Pro Tem. May 2022 to Current
As a council member, Christy fulfills the legislative functions of the city, crafting ordinances and developing policies. She is also tasked with establishing the overall direction of the city and providing general directions to the city manager. The Council works closely with the city manager to establish annual goals and objectives and monitors the performance of the City Manager, City Attorney, and City Secretary. She works with the Council to adopt an annual budget that reflects the Council's spending priorities and sets the annual property tax rate. In addition, she makes public appearances, as well as serves as a spokesperson for the city.

Los Hermanos Familia Founder/Executive Director. February 2009 to Current
(part-time)
Christy is responsible for the planning, organization, and direction of Los Hermanos Familia's operations and programs. She oversees and reports on the organization's results to the board of directors. As the director, she prepares accurate and timely analyses that capture and communicate fundraising results, variances, and performance trends. Christy provides leadership to and manages the efforts of volunteers to ensure appropriate support of all programs. She implements development and fundraising. Coordinates major systems implementations related to cost and inventory control. Retains a diverse, highly qualified board and volunteers by providing support and coaching, growth, and organizational development. Ensures that services and funding relationships are robust enough to meet or exceed strategic goals and objectives.

Latino Lubbock Magazine Owner/Publisher. Self-Employed 2006 to Current

- Responsible for the financial oversight and guidance of the Latino Lubbock Magazine and serves as the strategic business director responsible for the day-to-day operations. This includes monitoring and evaluating company operations and adjustments as needed to meet changing circumstances.
- Responsible for the administrative and financial operations of the company, including primary responsibility for ensuring profitability.
- Organize and maintain the annual and operating budget.
- Negotiate printer and all vendors associated with the company.
- Actively identify and pursue new and innovative business strategies.
- Responsible for maintaining positive relations between the publication and our readers, as well as the community. This includes overseeing customer satisfaction, marketing, and promoting sales as well as

directing advertising that goes into the publications. Serving on boards and commissions, and in-kind donations.

- Create editorial schedules for the monthly publication. And direct all printing and publishing deadlines.
- Approve all written content to be published.
- Write and review articles, edit the content of other articles, and promote publications via social and digital media networks.
- Oversee public relations activities and communications including press releases, social media, company literature, editorial calendars, articles, announcements, and media kits.
- Develop and supervise marketing programs that particularly focus on Hispanic relations, cultural, historical, and educational opportunities.
- Hire and train employees, and manage writers, photographers, interns, and delivery drivers.
- Actively involved in all the content, as well as design and management of the website.
- Serve as the primary spokesperson for the publication, including a weekly television segment on KLBK titled, "The Latino Lubbock Update". Including a host of Latino Lubbock Live on Facebook.
- Master level in Adobe Creative Design programs, as well as email blast programs such as Constant Contact, web design programs, and social media design.

Public Relations Marketing Consultant. Self-Employed 2004 to 2019 (As Needed)

- Provides media relations, PR, and communications services to small businesses and nonprofit organizations.
- Implement public relations and marketing campaigns that require development, promotion, and execution to special populations.
- Provide advice and support in defining and implementing plans for public awareness campaigns.
- Consultancy services are customized and used interchangeably to fit the client's needs.
- Additional areas of skills and expertise range from freelance writing and reporting in print, radio, and TV media. Other services include training, fundraising, grant writing; lobbying; and event planning.
- Offer Grant writing services, as well as able to secure nonprofit status for startup organizations.
- Oversee effective event planning.
- Develop content, design, and manage the website and social media programs.
- Write news articles, op-eds, and news releases for groups, campaigns, and organizations of various interests.

Assistant Director. National Council of La Raza - Washington, D.C. 2003 to 2005

- Helped oversee NCLR's media activities and served as spokesperson.
- Developed and maintained relationships with national media.
- Acted as liaison between the media and staff, including arranging interviews and helping staff prepare for interviews. Wrote and disseminated press releases, advisories, and statements.
- Assistant CEO in preparing presentations, speech writing, high-profile interviews, and meetings with elected officials.
- Assisted in coordinating and directing news conferences and press campaigns.
- Generated publicity for NCLR special events such as the Annual Conference.
- Coordinated public awareness campaigns for NCLR departments and was the key contact between staff and corporate sponsors.

- Worked with elected officials, staff, business and community leaders, and other key community stakeholders to shape the external environment by promoting the public image and services.
- Served as a spokesperson for the organization.

Results

- ⇒ Increased the number of interviews by 50% by systemizing the follow-up procedures and diversifying the interview base.
- ⇒ Secured media placement in national print and online publications, and TV news.
- ⇒ Obtained national interviews with the media.
- ⇒ Established and nurtured relationships with media reps across all major news outlets.
- ⇒ Doubled information and public education request follow-ups to 50 daily.
- ⇒ Redesigned the NCLR website, increasing the number of online visitors served daily to 10,000.
- ⇒ Improved annual conference media pre-registration by 200%.
- ⇒ Systemized five years of records including releases, press clippings, and videotapes.

(Interim) Executive Director. Fiestas del Llano, Inc. - Lubbock, TX 2002 to 2004

- Restored and managed Hispanic arts and culture organization.
- Systemized data and budgets for the non-profit organization including bylaws, reporting structure, record keeping, and overall management procedures.
- Developed plans for programs and events including annual festival, performing art series, scholarship pageant, and a variety of annual community programs celebrating Hispanic culture.
- Wrote and prepared grants and budgets and served as fundraiser and business development coordinator.
- Developed marketing plans, website, and all public relations, marketing, and publicity efforts.
- Recruited, trained, and managed volunteers.
- Provided administrative support to the Board of Directors.
- Spearheaded the development of plans for the multipurpose Hispanic Cultural Center.
- Served as a primary fundraiser and directed development for all facets of the organization.

Results

- ⇒ Implemented profitable marketing strategies involving hotel/motel tax funds, city government affiliates, and private sector companies.
- ⇒ Raised \$1,000,000 in grants and in-kind contributions for scholarships, special events sponsorships, and building and special projects funds.
- ⇒ Increased the number of volunteers to 300.

Public Information Specialist. City of Lubbock- Lubbock, TX 1998 to 2001

- Organized and implemented a wide range of internal and external communications including public relations, management, telecommunications, marketing, special events coordinating, and public awareness campaigns to support this city's government strategic plan.
- Effectively made presentations and served as one of the City's bilingual spokespersons.
- Developed and conducted media relations efforts and cultivated relationships with reporters.

- Created and participated in community involvement programs to efficiently foster relations with city leaders, the public, and community organizations.
- Spearheaded the city's speaker bureau and variety of public awareness campaigns and employee initiatives, and prepared to produce City Council meetings, public hearings, and news conferences.
- Wrote press releases, advisories, statements and assisted with op-eds; and served as editor of the monthly employee newsletter. Served as part of the citywide crisis management team - specifically focusing on Latino communications.
- Conducted diversity and cultural training to police cadets, as well provided Texas mandated diversity training to police officers.
- Provided media training to city staff.
- Co-anchored on the city's cable access channel news.

Results

- ⇒ Integrated projects that resulted in cost savings.
- ⇒ Increased the city's community outreach efforts by 50%.
- ⇒ Developed a census-marketing plan targeted at Lubbock's historically undercounted population, which resulted in Lubbock making the top 20% of cities in Texas and the top 17% of cities in the United States, with an increased census "mail out mail back" return rate in the 2000 census
- ⇒ Prepared the FEMA *Project Impact* grant, which resulted in Lubbock becoming the third city in Texas to receive federal funds, subsequently named Coordinator and initiated a strategic mitigation planning process.

Manager. AT&T Solutions Customer Care- Lubbock, TX

1997

to 1998

- Managed multiple initiatives related to service delivery including new service/features, work center operations and enrolled under-developed markets, specifically bilingual customers.
- Supervised over 60 employees and provided bilingual customer service and programs training.
- Served as employee management support to the Human Resources department by organizing and reporting monthly and quarterly service level reports.
- Developed Spanish and English scripts for telemarketing and monitoring purposes.

Results

- ⇒ Developed levels of production and quota criteria for associates resulting in highest overall sales.
- ⇒ Created a positive work environment resulting in fewer absences.
- ⇒ Implemented program initiatives, which increased 95% of the evening shift sales, resulting in recognition as top producers with 98% accuracy, and 99% customer retention.

EDUCATION

WAYLAND BAPTIST UNIVERSITY Lubbock, Texas (2016) – *Majored in Public Administration – Masters Program*

TEXAS TECH UNIVERSITY Lubbock, Texas

Bachelor of Arts Degree - *Public Relations and Marketing 2001*

Texas Tech University, Lubbock, Texas *Attended College of Public Administration 2004*

SOUTH PLAINS COLLEGE Levelland, Texas - *Majored in Journalism*

PROFESSIONAL DEVELOPMENT AND TRAINING

Lubbock Fire Opps 101 Training 2024
NALEO Emergency Management Training 2023
ACTS Leadership Training 2020
TAMACC Leadership Training 2020
SWVREP Ecology Trip to Cuba 2017
Lubbock Law Enforcement Citizen's Academy - 2017
National Cancer Institute Scientific Journalism Conference - Nov. 2012 Buenos Aires, Argentina
NHPO Mission to China, 2008
Leadership Training - (Industrial Areas Foundation) San Antonio, Texas June 2005
"Anatomy of a Non-Profit" (Resource Development, Governance, Legal, Financial, Marketing) - 2004
Leadership for Leaders - 2003
Current Fundraising and Development by the Association of Professional Fundraisers - 2003
Managing Diversity, Society of Human Resources Management (SHRM) - 2001, 2002
Fire Journalism Training - 2000 Certified Graduate
FEMA Project Impact Community Mobilization - 2000 Graduate
Citizen's Police Academy - Class 2000 A Graduate
Anti-Terrorism Training - 1999 Graduate
Volunteer Center Leadership Connection - Graduate
Southwest Voter Registration Education Project (SVREP) - Latino Academy
Children's Miracle Network - 1996 Fundraising Intern
Women's Protective Services - 1989 to 1990 Practicum (Client Intakes)
West Texas Hispanic News - 1987 to 1989 Intern

VOLUNTEER ACTIVITIES (CURRENT)

Transportation Policy Committee – 2024
South Plains Association of Governments (SPAG) – Executive Board ~ Secretary 2024
ECHO West Texas – 2024
Lubbock's Junior Ambassador Program Sister City, Musashino City, in Japan ~ Lead Delegate 2023
Electric Utility Board – Council Representative 2022
Lubbock Economic Alliance (LEDA) – Council Representative 2022
South Plains Association of Governments (SPAG) –2022
Association of Hispanic Municipal Officials (AHMO) –2022
Thomas Jay Harris Institute for Hispanic and International Communication (HIHIC) 2021
Girl Scout Community Advisory Board 2021
BBVA Compass Bank Board of Directors
Cesar E. Chavez Celebration Committee – Chair
Diocese of Lubbock - Communications Board
Dream Center - Advisory Board
FORE Women Golf Event – Organizer
International Interfaith Dialogue - Community
Las Comadres - Lubbock Chapter Facilitator
Latinas for a Cure Lubbock – Founder
Latino Americans of the South Plains Documentary – Co-Producer
"Live Well Lubbock" Health Initiative - Advisory Committee

Los Hermanos Familia - Founder, President
Lubbock Aquarium – Advisory Board
Lubbock Cultural District Designation State of Texas - Advisory
Lubbock Parks Board (Former President)
National Charity League - Patroness
National Association of Hispanic Publications - National Board Member & National Conference Committee
National Association of Hispanic Journalists - Member
NALEO - Member
Partners In Education (PIE) LISD – Committee
Raiders Rojos Alumni Association - Committee
TAMACC Lubbock Chapter – Charter Member/Founder
Texas Municipal League
Texas Tech Alumni Association - Member
SCORE Lubbock – Advisory
“Vamos a Pescar, Let's Go Fishing” - Founder
West Texas Publisher's Association - Charter Member

HONORS

Public Official of the Year by Lubbock Classroom Teachers Association - 2023
SBA Minority Small Business Champion - 2023
Renaissance Leaders in Literacy Award – 2022
Friends of Texas Public Schools Recognition - 2022
ExerPlay Youth National Advocate Award - 2020
National Association of Hispanic Publications – National Latina Publisher of the Year – 2019
Kiwanis Media & Community Relations Award - 2019
Los Hermanos Familia Flying Eagle Award - 2018
Hispana Inspiradora Award – 2018
Senator Robert L. Duncan Community Champion Award – 2017
Golden Apron Award by Hospice of Lubbock – 2017
Society of Hispanic Professional Engineers Community Award – 2017
Northwest Little League Community Award - 2017
Sigma Lambda Beta Award – 2016
José Martí Gold Award for Outstanding Ad Promoting Publication – 2016
José Martí Silver Award for Outstanding Cultural Photo – 2016
José Martí Bronze Award for Outstanding Front-Page Design – 2016
Society of Hispanic Professional Engineers Community Award – 2016
José Martí Gold Award for Outstanding Media Kit – 2015
José Martí Silver Award for Outstanding Newsprint Magazine – 2015
José Martí Silver Award for Outstanding Entertainment Article – 2015
José Martí Bronze Award for Outstanding Editorial Column, English – 2015
José Martí Bronze Award for Outstanding Design, Newspaper/Tabloid Format – 2015
Society of Hispanic Professional Engineers Community Award - 2015
Society of Hispanic Professional Engineers Community Award - 2014
Girl Scout Women of Excellence - 2014
Omega Delta Phi Camilo Martinez Award - 2014
Texas Tech Parents of the Year – 2013
Lubbock Classroom Teachers Association - Silver Apple Award 2013

Catholic Daughters of America - Community Honoree 2012
Hispanic Student Society Community Award - 2012
Sigma Lambda Beta Award - 2011
Church of the Nations Women of Grace Award - 2011
Golden Key International Honorary Member - 2009
Sigma Delta Pi Community Honoree - 2009
Small Business Administration (SBA) Women in Business Champion of the Year – 2009
Young Professionals of Greater Lubbock (YPGL) Twenty Under 40 Honorees - 2007
Lubbock Top 20 Hispanics, 2007
LULAC Young Entrepreneur Award - 2007
Fiestas del Llano, Inc. - Honor Roll 2004
Hispanic Association of Women - 2002 “Inspiradora” Award
Texas HeadStart Association - “Living the Dream” Award Recipient (Austin, TX) - 1999
Hispanic Association of Women - 1998 “Hispana of the Year” Media
Texas Tech University McNair Scholars - 1997 Alum
LULAC “National Youth Supervisor of the Year” (Washington, D.C.) - 1988
LULAC “State Youth Supervisor of the Year” (Beaumont, TX) – 1988