

Terri Waggoner-Toledo

WORK EXPERIENCE

City of Pflugerville

September 2009 – Present

Communications Director (February 2017 - Present)

- Oversee communications division of four full-time and two part-time employees. Supervision of Pflugerville Animal Welfare Services added in October 2020.
- Manage \$230,000 media budget to prioritize investments in communications initiatives and programs.
- Evaluate effectiveness of communications campaigns and community outreach.
- Serve on various special project and departmental teams to aid in communications strategies, projects and campaigns.
- Wrote City's first three-year strategic communications plan in conjunction with completion of Certified Public Communicator certification.

Public Information Officer (September 2009- February 2017)

- Managed city messaging and information distribution. Created news releases, website news items, cable channel notices and fact sheets to heighten awareness of city services and initiatives.
- Oversaw advertisement purchases and content creation for brochures and newsletters including the Key to the City e-newsletter.
- Expanded role to include PIO for the Police Department and enhanced city's response during police activities and events.
- Served as media liaison for the city and provided media speaking points for the Mayor and city representatives.
- Led and implemented resident satisfaction surveys from 2012 to present.
- Analyzed and tracked city's communications messaging and successes.
- Started "Pf Connect" campaign which received two awards from the Texas Association of Municipal Information Officers (TAMIO) and was recognized nationally by the City, County, Communications and Marketing Association (3CMA) for promotion of the location of city news and communications (2011).

City of Round Rock

December 2002 – September 2009

Marketing Specialist for Parks and Recreation

- Secured City event partnerships and sponsorships with businesses and media. Fundraised at least \$25,000 cash annually for events and proudly led the AT&T Games of Texas (GOT) Marketing Sponsorship, Signs and Banners committee which secured \$200,000 annually for the 2006 & 2007 AT&T Games of Texas.
- Coordinated ribbon cuttings and facility opening events.
- Facilitated news media requests for Parks and Recreation projects and events in collaboration with the City Communications Department.
- Reporter on Round Rock's *City Focus* TV show and pitched content, wrote scripts and coordinated interviews to highlight department programs and initiatives.

**Electric Reliability Council of Texas
Communications and Client Relations Specialist**

July 2001– December 2002

- Responded to news media when electric deregulation occurred within the state of Texas.
- Served as editor of ERCOT’s newsletter “Watt’s New.”
- Facilitated internal communications and relationships with more than 40 senior-level executives and market participants.

COMPUTER SKILLS and SOCIAL MEDIA

Microsoft Office; Adobe Photoshop 6.0.; Google Analytics; Content Management Tools (Granicus, Civic Plus); Wordpress, basic HTML code.
Social Media: Facebook, Twitter, LinkedIn, NextDoor, Sprout Social.

INVOLVEMENT

Texas City Management Association

Region 7 member, Presenter at TCMA Conference Round Rock 2021, Clarence E. Ripley Scholarship recipient 2017.

Texas Association Municipal Information Officers

Member; Conference Panelist 2021; Speaker 2018, 2016, 2015; Board member 2012-2016 Treasurer, Region 5 Chair; Speaker at Texas Municipal League Conference and frequent speaker to Newly Elected Officials on behalf of TAMIO on working with the media.

Neighborhood Association

Board member 2016-2018: Started community Facebook group, wrote monthly homeowner newsletter, coordinated first National Night Out and other neighborhood events.

EDUCATION

Masters Degree in Public Administration, University of Texas at Arlington	2018
Certified Public Communicator, Texas Christian University	2015
Systematic Development of Informed Consent training	2011 & 2006
FEMA Emergency Management Institute Advanced PIO (E/L0388)	2010
BA in Mass Communication - Public Relations, Texas State University	2001