

Felipe Gabriel Romero

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Professional Profile

A seasoned communications professional, driven to achieve results through strategic planning and effective motivational leadership building. A proven track record of successfully developing beneficial alliances between community leaders and organizations to drive growth and achieve goals effectively. Dedicated to building strong teams within an organization through motivation, strong development, and good hiring practices.

Areas of Expertise

- Bilingual (Spanish/English)
- Strategic Planning
- Marketing
- Media Relations
- Communications
- E-Commerce
- Content Marketing
- Project Management

Career Achievements

- Awarded two prestigious national communications awards in 2020-2021 as Ragan & PR Daily's Communicators Communications Team of the Year and Government Communicator of the Year.
- Created short- and long-term strategic marketing plans for the City of Brownsville that secured more than 15-million in economic investment for the city in 2021.
- Managed national, regional, and local media coverage for NBC News affiliate KGNS-TV8 in Laredo, Texas. In a the span of two years, I worked my way up the news journalism ranks in which my roles were news photographer, producer, reporter, and news anchor in English and Spanish for a city population of over 257,000.
- Created the Austin ISD 2017 Facility Master Plan Spanish communications and community engagement strategic plan, which led to the 2017 Bond Program that was approved by 70% of Austin taxpayers. The 1.5 Billion dollar bond package modernized 130 school facilities in the school district.

Experience

[Texas Department of Housing & Community Affairs; Austin, TX](#) _____ [March 2022 - Present](#)
Sr. Program Administrator - Texas Homeowner Assistance Fund

- Develop and oversee marketing and communications plans with the objective to develop engaging strategies for Texas homeowners to apply for a 700 Million mortgage assistance program across the State of Texas.
- Create strategic, culturally competent outreach and storytelling for the promotion of the grant funded program by the Treasury Department.
- Assist non-profit organizations state-wide to address complex housing assistance topics and simplify them so they better resonate with the broad and increasingly diverse populations they serve.
- Recently led an initiative with the agency program to create a campaign designed to promote the Texas Homeowner Assistance Fund website that was user friendly.
- Lead and manage outreach efforts for the program, serving as the day-to-day contact for all TDHCA project staff, vendors and subcontractors.
- Coordinate with internal and external stakeholders to ensure clear, consistent messaging.

[LKND Communications; Austin, TX](#) _____ [January 2018 - Present](#)
Vice President - Strategic Communications

- Co-founded a marketing and communications services agency that provides public relations, marketing, advertising, and event management services to various clients in the public and private sectors in Mexico and expanding to the United States.

- Manage a communication and public affairs strategy plan for Marco Padilla, a political candidate running for state representative in the State of Washington - District 26.
- Craft approaches to effectively engage community stakeholders to gain information and make informed decisions.

City of Brownsville; Brownsville, TX _____ November 2019 – February 2022

Communications & Marketing Director

- Created a communications & marketing department in November 2019 that aligned with the goals of the City Commission.
- Oversaw and managed a *\$1.5 million* communications & marketing budget, which supports four divisions, Communications, Public Engagement, Multimedia Relations, Tourism with 10 employees.
- Created and developed the Visit Brownsville brand which established Brownsville as a new “Space City” in South Texas, and received certification to become an official DMO for the city.
- Developed a cohesive, strategic and enterprise-wide marketing and communications plan for the City of Brownsville in which:
 - Saw a 77% increase in monthly media stories from local, regional, and national news affiliates since January 2020.
 - From March 2020 to December 2021, the City's Facebook page had a total reach of 558,483, an increase of 195% from the previous year.
 - Created the Brownsville Cares (btxcares.com) COVID-19 communications website as a platform for testing/vaccinations.
- Delivered high-impact campaigns for announcements and city initiatives, including planning and executing events and executive speaking engagements, strengthening partnerships state-wide.
- Created an enterprise-wide crisis communications program that included communications plans, marketing strategies, media relations campaigns, and stakeholder outreach for the following emergency disaster declarations:
 - COVID-19 Pandemic
 - Hurricane Hanna
 - February Weather/Power outages
 - Border Migrant Influx

Austin Independent School District; Austin, TX _____ May 2015 – November 2019

Contract Relations Coordinator

- Led marketing and public relation efforts to increase minority participation in construction contracts throughout the Greater Austin area.
- Collaborated with other departments to increase HUB contract participation and increase awareness of the program.
- Identified operational processes in deficiencies and recommended necessary improvements in the HUB program.
- Analyzed contracts, created marketing strategies, and generated outreach for the department’s construction management projects, including coordination at all HUB events.

Community Engagement Administrative Supervisor, January 2016 - May 2017

- Developed and implemented comprehensive Spanish communication and community engagement plan for the 2017 School Bond.
- Streamlined spending analysis for the communications budget to a more accurate, efficient and automated data-driven process.
- Implemented various community engagement strategies to raise public awareness of district campaigns that were aligned with the AISD strategic plan (campaigns include: The 2017 Bond Program, AISD/Austin Board of Realtors Marketing Tour, AISD Diversity and Inclusion Day, AISD Making Financial Cents.)
- Created and executed a social media strategy to increase engagement with community stakeholders (Twitter Town halls, AISDFuture.com, Facebook Live, and YouTube Channel AISD in 3.)
- Created communication and marketing strategies for Spanish-speaking stakeholders to increase participation in community outreach initiatives (Examples: custodial staff recruiting, health immunization assessment survey participation, school consolidation discussion meetings, and City of Austin immigration information.)

- Facilitated communication between local organizations, communities and schools, ensuring clarity around district initiatives, policies, strategic goals, and performance metrics.

Communications Coordinator, May 2015 - January 2016

- Created strategic facility communication plans for 130 schools in the district.
- Facilitated communications and enhanced partnerships between local organizations, communities and schools, ensuring clarity around district operations initiatives, policies, strategic goals, and performance metrics.
- Executed and reported variance and gap analysis for the maintenance operations budget.
- Supported the development of the leadership cabinet presentations and marketing tools regarding facilities.
- Managed the \$1.3-Million-dollar maintenance restoration project initiative with 81% HUB participation which decreased the work order backlog by more than 66% in three months.
- Managed the communications/community engagement strategic plan for creating the Facility Master Plan, which was a road map to inform internal/ external stakeholders on school facility modernization.
- Developed story outlines, positioning and key messaging for the department through all communications platforms.

Austin Community College – Riverside Campus; Austin, TX _____ **Jan. 2010 - May 2015**

Operations Coordinator

- Promoted from college work-study/hourly employee to a classified full-time position.
- Supported policy communications and stakeholder engagement team to develop internal and external messaging for Riverside campus initiatives and student enrollment.
- Coordinated with other departments to ensure college events and announcements integrated appropriate public and student affairs messaging
- Managed annual campus events such as the “16 de Septiembre” celebration hosted by ACC Center for Public Policy & Political Studies, “Earth Day” hosted by the ACC Renewable Energy Student Association, and “Dia de La Familia” hosted by ACC Enrollment Management

KGNS-TV8; Laredo, TX _____ **Aug. 2008 - Nov. 2010**

Photo Journalist/News Anchor

- Texas Emmy Nominated Reporter 2010 with expertise in several multimedia platforms.
- Wrote and produced multimedia news stories and features for KGNS-TV8/NBC Affiliate.
- Established relationships with local and state officials in regard to communicating grant proposals, state bonds, and city council agendas for the Laredo community and surrounding areas.
- Increased newscast viewership by 15% by implementing a marketing campaign focused on local sports for the South Texas viewing area of KGNS-TV8 (The Flipside of Sports by Flip Romero)

Education

Effective Motivational Leadership Program _____ **November 2020**
Leadership Management International/The Management Connection, Bryan, TX

Hispanic Austin Leadership Program _____ **May 2018**
The Greater Austin Hispanic Chamber of Commerce, Austin, TX
Named one of the top 7 Hispanic Leadership Programs in the United States by Lideramos,
The National Alliance of Latino Leadership Programs

Contract Compliance Administration Certification _____ **May 2017**
American Contract Compliance Association – Morgan State University

Bachelor of Arts in Communication Studies _____ **May 2013**
Texas State University; San Marcos, TX
(Specialization in corporate, organizational, and persuasive communication)
Minor: Mass Communication