

TONY MARTINEZ JR.

. Aurora, IL 60506 •

PROFILE & VALUE

EXPERIENCED COMMUNITY RELATIONS LEADER with extensive hands-on experience in the following areas:

Program Development/Management—initiate, launch, and oversee marketing programs and events. Utilize available resources and develop new processes to achieve established objectives.

Community Engagement—evaluate community needs and respond through appropriate measures to improve public perception and understanding.

Team Leadership—foster a spirit of cooperation and collaboration among teams; lead community programs, activities, and events.

Articulate Communication—bilingual communication in **English / Spanish**; comfortable with public speaking and presentation development/delivery.

Technology Savvy—MS Office (Word, Excel, PowerPoint), Adobe InDesign; Website Management.

QUALIFICATIONS

Program Development

Project Management

Public Speaking

Speech Writing

Community Engagement

Public Relations

Marketing

Bilingual Communication

Big Picture Mentality

Analytical Problem Solving

PROFESSIONAL EXPERIENCE

FOREST PRESERVE DISTRICT OF DUPAGE COUNTY, Wheaton, IL

2018 – Present

Director of Community Relations

- Establish strategic direction of communications and marketing initiatives with measurable outcomes.
- Develop and manage brand reputation and awareness. Work to build positive community relationships to help foster the District's brand.
- Oversee the implementation of marketing strategy including campaigns, digital communication, publications, and public relations initiatives.
- Oversee the District's fundraising and development strategy. Serve as a liaison to the Friends of the Forest Preserve District of DuPage County foundation.
- Oversee content and ensure consistency of message across all platforms including digital channels and the District's website. Manage media relations efforts. Serve as the District Spokesperson.
- Develop and execute an internal communications program to align the organization around the brand, marketing objectives and strategic vision of the District.

WEST AURORA SCHOOL DISTRICT 129, Aurora, IL

2013 – 2018

Director of Community Affairs

Serve as the communications officer/spokesman for the school district of 18 schools and 12,500 students. Accountable for communications plan, community outreach events, volunteer initiatives, media relations, business partnerships, crisis/emergency planning, and communication, speech writing, public presentations, and community engagement.

- *Communication*- Serve as the district spokesperson and liaison for all media. Plan and implement strategic internal and external communication with insight from Executive Leadership. Ensure all communication aligns to the district vision and branding and distill information into understandable and engaging messaging. Implemented a new branding strategy with new websites, logo, and vision statement.
- *Business Partnerships and Key Communicators*- Developed and implemented a new community business partnership program. Collaborated with internal departments to determine what the district needs were and matched community businesses that could complement the curriculum, currently over 100 community partnerships. Manage relationships with key communicators in the community about district initiatives and accomplishments.
- *Social Media and Website Management*- manage social media outlets to strategically implement community outreach communication. Utilized Facebook, Twitter, Instagram, YouTube, custom mobile app and Snap Chat. Doubled social media engagement within the first year and now have over 10,000 fans on district Facebook page. Redesigned 20 districtwide websites to more effective and efficient functionality.
- *Parent Engagement*- Implemented Parent University program to engage parents with a year-round speaker series. Brought in world-renowned authors to speak on different issues that are seen in the district. The program was developed to engage parents and to have two-way dialogues to better serve the needs of our families.
- *School Board Liaison* – Coordinate, plan and execute school board meetings. Serve as liaison between the school board and the rest of the district. Develop board agendas and presentations.
- *Public Engagement* – Successfully passed \$84.2 million referendum. Led efforts to successfully lobby Illinois

legislators to pass Illinois Budget and create new school funding formula.

- *Team Leadership* – Manage a team of 3 individuals at our district office and manage 18 schools across the district. Motivate team members to go above and beyond and foster an environment of engagement and inclusivity.
- *Community Involvement* – Represent the district on several community non-profit boards to keep the community engaged and raise awareness. Organize community events to draw in the community to schools and celebrate different school and student successes.
- *Public Speaking and Presentations* – deliver speeches and presentations to community organizations about district initiatives. Serve as an emcee for several community and district events. Write talking points and prepare Superintendent for speeches and interviews.
- *District-wide Publications*– write press releases, produce weekly newsletters for internal and external audiences and create and distribute bi-annual newsletter to over 22,000 households.

COMPASS AUTOMATION, ELGIN, IL

2012 – 2013

MARKETING MANAGER / PRODUCTION MANAGER

Developed marketing strategies and the communication plan to support aggressive business growth model (tripled revenue in 2013) of start-up company that designs, develops, and integrates custom automation systems that optimize manufacturers' production.

- Created outreach strategies utilizing social media and informational website. Drove Facebook likes to 1500 within first year; produced and uploaded seven customer commercial testimonials to YouTube (wrote script for staff and coached staff and clients); developed concept and design of website and implemented Google Analytics for tracking performance metrics.
- Designed and developed all publications and media releases. Produce monthly newsletter featuring products and the company's future direction and distribute electronically to clients and prospective customers.
- Orchestrated and coordinated video productions of completed products working closely with production crew.
- Managed a team of 13+ production employees, develop career plans, and allocate resources to projects.
- Other duties include maintaining production timelines, overseeing product installations, managing inventory, negotiating vendor contracts, and coordinating shipping and receiving.

EAST AURORA SCHOOL DISTRICT 131, AURORA, IL

2010 – 2012

COMMUNICATION AND COMMUNITY RELATIONS FACILITATOR

Accountable for community outreach, event planning/execution, program development/management, public relations, media relations, publication development, crisis/emergency planning, speech writing, public presentations, and volunteer coordination.

- *Mentoring Program*–developed program objectives, created fun and educational curriculum, organized monthly community-based activities and tracked results. Launched program in Fall 2012 with 60 middle and high school students and all administrators; increased parental engagement from 2 to 120, improved event participation from 30% to 100% within four months, and received amazing positive feedback.
- *Communication Plan*–served as the Latino Spokesperson and liaison for the media; planned and implemented internal and external communications.
- *Business Partnership Program*–expanded relationships with community businesses and organizations from 90 to 155 partnerships; facilitated businesses' involvement in fund-raising activities, program scholarships, career days, shadowing program, sponsorships, and customized engagement.
- *Community Outreach Events*–planned and coordinated monthly community events (high profile speakers, cultural celebrations/performances, school visits/meetings) that improved public perception of the district.
- *District-wide Publications*–Wrote press releases, produced bi-annual newsletter distributed to 13,000 households and distributed information to faculty and staff.
- *Community Organizations*–served as liaison to the *East Aurora Foundation*; represented the school district as a member of major service organizations.
- *Alumni Engagement*–orchestrated alumni events/activities such as school tours. Transitioned alumni relations to in-house from outsourced service provider; collected data and created an alumni database.
- *Social Media*–managed and edited Facebook/Twitter presence and website content. Drove Facebook *likes* from 2000 to 6800; redesigned website.

ALLSTATE INSURANCE COMPANY, NORTHBROOK, IL

2007–2010

AGENCY SALES COMMUNICATIONS LEAD / REGIONAL LIAISON

Managed a team of 10 Agency Support Specialists and served as Regional Liaison to ensure timely communication to all insurance agents' offices nationwide regarding the rollout of Agency Choice Technology Program, changes in sales processes, and business objectives.

- *Recognition Program*–coordinated sales leadership meetings attended by 1500 to recognize agents' successes (venue selection, agenda development, speakers, agent participation, meeting logistics, etc.)
- *Communications*–Drafted, edited, and distributed communications from Home Office to agents in the field. Created and

- evaluated marketing research surveys and communicated results to Home Office leadership.
- Tracked and analyzed usage metrics of 14 regional websites to identify successes and improve weaknesses.
- Managed \$50M budget and compensated agents who implemented Agency Choice Technology Project
 - (transition from Allstate-owned to agency-owned computer systems).

PROVENA MERCY MEDICAL CENTER HEALTH & WELLNESS CLUB, AURORA, IL

2004–2008

ASSISTANT MANAGER

Managed customer service and general sales with a team of 12 employees. Evaluated performance and resolved clientele issues. Expanded client base by applying bilingual language skills.

EDUCATION

MBA with Concentration in Leadership • Aurora University, Aurora, IL • GPA: 3.7

May 2012

BA in Marketing • Aurora University, Aurora, IL • GPA: 3.7

2008

- Earned *Ivy Leaf Award* for Academic Excellence • Dean's List

High School Diploma • Marmion Military Academy, Aurora, IL

2004

- Platoon Leader – Top 10% in Leadership Senior Class
- Spanish Club, French Club, Weightlifting Club
- Football, Basketball, Track teams; Captain of Football team

COMMUNITY LEADERSHIP

Human Relations Commission • Commissioner • appointed by the Mayor

2016 – 2018

Oversee discrimination complaints from residents city-wide and advise on next steps.

Aurora Hispanic Heritage Advisory Board • Chairman • appointed by the Mayor

2011-2013

Developed programs to assist Latino youth; promoted/educated public about diverse cultures within Latino heritage.

Aurora Puerto Rican Cultural Council • Vice President

2008–2010

Promoted cultural, ethnic, and civic activities to educate the Puerto Rican community and public; secured funding through sponsorships and grants.

Aurora Hispanic Chamber of Commerce • Treasurer

2012

Helped facilitate economic development in the Aurora area.