#### Name: Paola Suro

#### Phone Number: 5138058463

#### Work Information: WFLA Channel 8, 200 Parker St, Tampa

#### Email: paolasuro@gmail.com

Country of Origin

United States

Summarize you intererest in joining our organization

I'm originally from Puerto Rico, but grew up around South America (Argentina, Chile, Venezuela, and Panama). I just moved to Tampa as a bilingual anchor for WFLA Channel 8. I have a passion for telling stories within the Hispanic community, and have dedicated my career to doing just that. I want to keep being an advocate for my community in any way possible.

I moved in January from Atlanta, where I was heavily involved in different organizations tailoring Hispanic people, including: the National Association of Hispanic Journalists, Hispanic Young Professionals and Entrepreneurs, and was selected as one of Georgia's 50 Most Influential Latinos. I also produced, edited, and hosted two 30-minutes specials during Hispanic Heritage Month, highlighting the important work we do for our communities. I want to keep doing that hard work in Tampa, and being in the board of THHI would be an honor.

What is your current involvement or knoledge of THHI

When I first moved to Tampa, one of the groups most of my coworkers and family had mentioned to me, was THHI. They know my passion for elevating the Hispanic community, and encouraged me to learn more about this wonderful non-profit. Organizations like THHI are crucial to helping keep our culture alive: our language, traditions, food, events, music, etc. THHI recognizes that Hispanic heritage should be celebrated all year not just during Hispanic Heritage Month. You also highlight the important work from immigrants who played a main role in the boom of the local Hispanic population (which will just continue to grow). As the only Spanish-speaking anchor at WFLA, I try to highlight that important work in our newscasts, too. If we elevate our young people, we help elevate our future. Are you currently serving or have previously served as a Director for another non-profit or community organization? If so, ple...

Since I just moved from Atlanta in January, I want to highlight the involvement I had in Atlanta (the city I was living in prior to Tampa). I was the Secretary of the National Association of Hispanic Journalists Atlanta Chapter, managing our team of 15, and organizing bi-annual mentorship programs. I was also a member of different groups that dedicated time to elevating our community (Hispanic Young Professionals and Entrepreneurs), and was selected as one of Georgia's 50 Most Influential Latinos. I did a lot of work as part of the Georgia Hispanic Chamber of Commerce (GHCC) and emceed multiple events of theirs. I also featured a lot of Hispanic non-profits doing work in the Atlanta community, including the Latino Community Fund (LCF) and Ser Familia.

# Srategic planing Some Experience Board Development Some Experience Organizational development, team building Some Experience Information Technology Little or no Experienced

Editing, writing, journalism, communications

#### Very Experienced

Special events (planning and implementing)

Some Experience

Program Planning and Evaluation

Some Experience

Archiving, Recordkeeping

Very Experienced

Recruiting, Hiring and Evaluating Personnel

Little or no Experienced

Financial Management & Control (Budgeting, Accounting)

Little or no Experienced

Curating (art)

Little or no Experienced

For the items you checked as "very experienced" or "some experience," please describe. Please describe additional experienc...

- Editing, writing, journalism, communications: This is my field of work. I do this at work every day and have a degree in this from Syracuse University.

- Archiving, Recordkeeping: I did this as the Secretary for National Association of Hispanic Journalists in Atlanta.

- Public and Media Relations: This is my field of work. I do this at work every day and have a degree in this from Syracuse University.

- Public Speaking: I do this for a living and have volunteered to be the Emcee/ Master of Ceremony for big events from different organizations.

- Social Media: This is my field of work. I do this at work every day and have a degree in this from Syracuse University.

Strategic Planning, Organizational development, team building, Fundraising, Board Development (recruitment, training, evaluation), Program Planning and Evaluation, Special events (planning and implementing): While this was not my main task as Secretary of NAHJ, I had to help our President with all of these skills. From planning events, to recruiting members, to fundraising to keep our chapter thriving.
Web administration and design: Took courses in this at Syracuse University and I help write a lot of stories for our WFLA website, too.

Public and Media Relations

Very Experienced

Public Speaking

Very Experienced

Social Media

Very Experienced

Public and Media Relations

Very Experienced

Public Speaking

Very Experienced

Social Media

Very Experienced

web administration and design

Some Experience

Interests (Please tell us the areas where you are interested in participating)

Poster Contest × Hispa	oanic Leadership Class 🗴	Hispanic Wom	an & Man of the Yea	r Gala 🗙
Communications Committe	ee (Year-round) × Cleric	cal Duties ×	Social Media 🗴	Event Planing ×
Staffing and Check-in at Eve	vents × + Add Tag			



#### **Resume:**

Paola M. Suro

Mobile: (513) 805-8463 | paolasuro@gmail.com

<u>Twitter</u>: @PaolaSNews | <u>Instagram</u>: @PaolaSNews | <u>www.linkedin.com/paola.suro</u> | <u>www.facebook.com/PaolaSuroNews</u>

#### **EXPERIENCE**

#### WFLA, Channel 8 - NBC Affiliate, Bilingual Anchor and Reporter; Tampa, FL Jan. 2024 - Present

• Only Spanish speaking anchor at the station, increasing the engagement of the growing Latino community

- Anchor and produce two newscasts in English, and one in Spanish
- Translate stories and interviews from English to Spanish on own time, to increase viewership with Latino community
- Use social media to elevate viewership and establish presence in the Bay area
- Field anchor from Strawberry Festival, Ray's Fan Fest, and other large events in our market
- Requested by organizations to be their Master of Ceremony, successfully representing the station

# WXIA, 11Alive - NBC Affiliate, Bilingual Multimedia Journalist & Weekly Fill-In Anchor; Atlanta, GA Nov. 2020 - Dec. 2023

• Only Spanish speaking reporter and fill-in anchor at the station, increasing the engagement of the growing Latino community

• Produced and anchored two 30-minute specials on the Latino community, keeping tabs on the Spanish-speaking population

• Worked on a Women's Health Month special in both English (TV) and Spanish (OTT), and translated every TV and web story accordingly

• Translated dozens of stories and interviews from English to Spanish on own time, to increase viewership with Latino community

• Anchored every week, bringing in more views from the Latino population in Atlanta

• Shot (Sony cameras), edited (Edius), and wrote two packages daily (ENPS) for our 5 p.m. and 6 p.m. newscasts; Live on the scene

• Formed important connections with sources, pitching and turning weekly exclusive content, maintaining stories on the top of our digital charts

• Led "social sleuthing" workshops, teaching our newsroom how to find unique, exclusive interviews for our stories

• Requested by organizations to be their Master of Ceremony, successfully representing the station

# WCPO, Channel 9 – ABC Affiliate, Multimedia Journalist and Fill-In Anchor; Cincinnati, OH May 2017 – October 2020

• Only Spanish speaking reporter and fill-in anchor in the Tri-State area, increasing the engagement of the growing Latino community

• Shot (JVC HD Pro cameras), edited (Final Cut Pro), and wrote two to three packages and/or VOSOTs (iNews) on a daily basis for Breaking News and Real Time stories; Live for a majority of them both in-studio and out on the field

• Selected, among many candidates, as the station Leadership Champion; developed an action plan, boosting morale and employee satisfaction

#### WKBW, Channel 7 - ABC Affiliate, Multimedia Journalist; Buffalo, NY June 2016 - May 2017

• Shot, edited, and wrote packages and/or VOSOTs (ENPS) on a daily basis. Went live both in-studio and out on the field

• Increased digital performance through my "digital nuggets" and Spanish pieces I've put on our website; received the station's first digital award

• Set up daily interviews, and through them maintained hundreds of contacts in the community; emceed the Hispanic Women's League gala

#### Good Morning America, Disney ABC Television Group, Intern; New York City, New York Summer 2015

• Tossed a feature segment live, on-air to Robin Roberts about health consequences from using standing desks reaching an audience of over 4MM

• Pitched three stories each morning related to lifestyle and wellness, 40% of which were used by the morning show.

#### Univision - WXTV, Channel 41, News Intern; New York City, New York Summer 2014

- Produced the rundown for the 5am-8am morning shows; wrote readers and teases for each block
- Incorporated new story generating tools, such as "newsmap.jp"

#### EDUCATION

B.S. in BROADCAST and DIGITAL JOURNALISM May 2016

Minors: MARKETING and PSYCHOLOGY The Society for Collegiate Leadership & Achievement

S.I. Newhouse School of Public Communications, Syracuse University National Society of Collegiate Scholars - Dean's List

#### SKILLS

• Fully bilingual in English and Spanish

• Proficient in Editing Software and cameras – JVC PRO HD cameras SONY cameras, Edius, Final Cut Pro, Premiere, Avid, iMovie, Audacity, Adobe Audition; Graphics Software – Lyric PRO 7 and AXIS

• Expertise in Social Media – Facebook, Twitter, Instagram, TikTok, YouTube, Tumblr, MySpace, ChartBeat

• Skilled in iNews, ENPS, non-linear editing, filming, producing, Microsoft Word, Excel, PowerPoint, Geofeedia, Canva

#### **AFFILIATIONS & PERSONAL**

- Secretary and interim President for Atlanta's Chapter of National Association of Hispanic Journalists
- Hispanic Young Professionals of Atlanta member
- Society of Professional Journalists and Hearst Awards Newhouse Representative
- Student Ambassador, Newhouse School of Public Communications, Syracuse University
- Community Service: Volunteer for American Red Cross, Habitat for Humanity, and emcee events for different organizations
- Kappa Kappa Gamma, Beta Tau Chapter
- Lived in 5 Latin American countries. Enjoy travel, writing, and theater

#### Name: Gerardo Cierra

#### Phone Number: 7275434305

Work Information: WFLA - 200 S Parker St, Tampa, FL 33606

Email: gerardo.cierra@hotmail.com

Country of Origin

El Salvador

Summarize you intererest in joining our organization

I admire the different initiatives that THHI promote with the sole purpose to benefit and empower the youth in our Latino community in Tampa Bay. I strongly believe that my commitment to serve the Hispanic community aligns with the mission and vision of THHI.

What is your current involvement or knoledge of THHI

I knew about THHI when I came to Tampa Bay in 2013 and had the pleasure of attending to several galas. Also, from 2013 to 2019, through 92.5 Máxima, I witnessed first hand the dedication and passion that THHI has as an organization towards our community, especially our youth.

Are you currently serving or have previously served as a Director for another non-profit or community organization? If so, ple...

I served in 2020-2021 on the Board of the National Hispanic Real Estate Professionals (NAHREP) Tampa Bay as a Marketing Director, helping navigate a challenging period for the industry and the world.

Srategic planing

Some Experience

Fundricing

Little or no Experienced

Board Development

Little or no Experienced

Organizational development, team building

Little or no Experienced

Information Technology

Little or no Experienced

Editing, writing, journalism, communications

Very Experienced

Special events (planning and implementing)

Some Experience

Program Planning and Evaluation

Some Experience

Archiving, Recordkeeping

Some Experience

Recruiting, Hiring and Evaluating Personnel

Some Experience

Financial Management & Control (Budgeting, Accounting)

Little or no Experienced

Curating (art)

Little or no Experienced

Editing, writing, journalism, communications / Public and Media Relations / Web administration and design / Public Speaking / Social Media

In my current position at WFLA, I serve as the primary digital content creator for our Spanish news website and social media platforms. My responsibilities are as follows:

· Create stories in Wordpress for Nexstar Media Group's first Spanish language website,

www.TampaHoy.com, to engage with Latinos living in the Tampa Bay Area and the state of Florida.

 Use a critical editorial judgment to provide the latest and most accurate information that affect Latinos and help them to make decisions.

Host and produce Live Streamings on YouTube and Facebook.

 Create engaging written or audiovisual content for Instagram, Facebook, X, Threads, YouTube, and podcast platforms.

· Create packaged stories for WFLA's Spanish newscast, Noticias Tampa Hoy.

Fill-in News Anchor

 Track and analyze data on Google Analytics, Google Trends, and Chartbeat to ensure the health and excellent performance of the website.

Track and analyze data on Crowdtangle, Meta Business Suite, and YouTube Analytics to recognize
opportunities, health, and high performance of all social platforms.

- Voice Over in Spanish for promos, commercials, and imaging on different station initiatives.
- Represent the station on community events.
- Design and conduct interviews with community leaders, and influential individuals in the Latino culture.
- Utilization of Adobe Creative Cloud (Premiere, Photoshop, Audition, etc.)

Strategic Planning / Program Planning and Evaluation / Special events (planning and implementing)

During my role as a Marketing and Public Relations Specialist at SecurityNational Mortgage Company I handled the communications, marketing and public relations efforts for a top producing team. With a focus in the developing of relationships and partnerships, I coordinated and hosted in-person and virtual events, represented the company in private and community events, and managed digital and electronic communication, while innovating through the utilization of edging tools.

For The Bittman Group at SecurityNational Mortgage, I created and implemented a Marketing Plan to increase awareness of the brand in Tampa Bay while generating more leads. Also, I contributed to the design of the general business plan.

Public and Media Relations
Very Experienced
Public Speaking
Very Experienced
Social Media
Very Experienced
web administration and design
Very Experienced
Interests (Please tell us the areas where you are interested in participating)
Hispanic Leadership Class × Hispanic Woman & Man of the Year Gala ×
Communications Committee (Year-round) × Publicity × Website Updates × Social Media ×
+ Add Tag

**Resume:** 



#### CONTACT

\$ 727-543-4305

gerardo.cierra@hotmail.com

 797 Heathrow Ln, Palm Harbor, FL 34683

#### EDUCATION

Bachelor's in Marketing Universidad Dr. José Matias Delgado 2006 - 2012

SKILL	s
Writing	
Branding	
Graphic Design	
SEO	
Marketing	—
Communications	

# GERARDO CIERRA MEDIA PERSONALITY

#### WORK EXPERIENCE

#### DIGITAL PRODUCER & ANCHOR NEXSTAR MEDIA GROUP I TAMPA, FL

SEP, 2021 - PRESENT

I have reached over 6 million Latinos a year in the United States and Latin America, with a focus on the Florida market, through Nexstar's first Spanish-only website TampaHoy.com and WFLA's Spanish newscast Naticlas Tampa Hoy.

Creating and distributing digital shows, and stories that touch on topics of interest for the Latino community such as immigration, breaking news, preparation and management during hurricane season, and viral news, I have engaged with current audiences and have been able to develop new ones.

#### MARKETING & PUBLIC RELATIONS JAN, 2020 - SEP, 2021 SECURITYNATIONAL MORTGAGE | OLDSMAR, FL

I handled the marketing and public relations efforts for a top producing team. With a focus in the developing of relationships and partnerships, I coordinated and hosted in-person and virtual events, represented the company in private and community events, and managed digital and electronic communication, while innovating through the utilization of edging tools.

#### PRODUCTION DIRECTOR

#### AUG, 2013 - JAN, 2020

#### BEASLEY MEDIA GROUP I ST. PETERSBURG, FL

I provided creative copywriting services in Spanish for the audio production of commercials. Also, I translated, proofread, and adapted copy from English into Spanish while providing voice over using neutral Spanish accent.

I also served as a Spanish language consultant for different departments within the company and for clients to ensure that multimedia pieces were accurately representing their interests.

#### DUBBING DIRECTOR / TRAINER JUN, 2008 - JUN, 2011 BLA BLA BLA STUDIOS I EL SALVADOR

I created, developed, and implemented the first dubbing program in El Salvador, teaching neutral Spanish to beginners while learning the dubbing from English to Spanish technique.

#### PROFESSIONAL REFERENCES

#### Sadiel Castro

Hope Media Group / Network Program Director and Morning Show Host

Phone: 813-497-0372 Email: sadiel.cestro82@gmail.com

#### Gema K. Griffith

Beasley Media Group / Production Director and On-Air Personality

Phone: 312-848-9205 Email: gamez1023@gmail.com

#### Alyssa Egleston

Nexstar Broadcast / Senior Account Executive Phone: 727-422-4393 Email: AEgleston@wfla.com

#### Name: Dr. Christine Hernandez

Phone Number:3057469638

#### Work Information: Tampa Family Health Centers

#### Email: christine.hernandez21@gmail.com

Country of Origin

Cuba

Summarize you intererest in joining our organization

What is your current involvement or knoledge of THHI

Are you currently serving or have previously served as a Director for another non-profit or community organization? If so, ple...

Srategic planing

Very Experienced

Fundricing

Some Experience

Board Development

Some Experience

Organizational development, team building

Very Experienced

Information Technology

Some Experience

Editing, writing, journalism, communications

Some Experience

Special events (planning and implementing)

#### Very Experienced

Program Planning and Evaluation

Very Experienced

Archiving, Recordkeeping

Some Experience

Recruiting, Hiring and Evaluating Personnel

Some Experience

Financial Management & Control (Budgeting, Accounting)

Some Experience

Curating (art)

Some Experience

For the items you checked as "very experienced" or "some experience," please describe. Please describe additional experienc...

Current role of Vice President of Business Operations/Dental Director for Tampa Family Health Centers.

Public and Media Relations
Some Experience
Public Speaking
Some Experience
Social Media
Some Experience
web administration and design
Some Experience
Interests (Please tell us the areas where you are interested in participating)
Hispanic Leadership Class × Hispanic Woman & Man of the Year Gala × + Add Tag

#### **Resume:**

# CHRISTINE HERNANDEZ

Doctor of Dental Surgery Florida & New Jersey licensed



305.746.9638 cihernandez@hcnetwork.org 302 W. Fletcher Ave Tampa, Fl 33312

## OBJECTIVES

Highly accomplished Dental Director experience with supporting the healthcare needs of culturally diverse communities.

# PROFESSIONAL EXPERIENCE

TAMPA FAMILY HEALTH CENTERS DENTAL DIRECTOR (2020- Present, FI) Oversaw Dental Department consisting of 13 clinics, two Mobile Dental Vans, NYU Residency Program and NSU Predoctoral Students. Administered dental care to patients in all disciplines of dentistry. Piloted and implemented dental and medical integration programs.

CHILDREN & TEEN DENTAL LEAD DENTIST (2018- 2020, FI)

> EASTERN DENTAL DENTIST (2017-2018, NJ)

PROGRAM FOR SURVIVORS OF TORTURE DENTIST BELLEVUE HOSPITAL/NYU DENTISTRY (2016-2017, NYC) Provided comprehensive treatment planning, emergency treatment to pediatric population. Work with children to determine the need for any dental procedures. Encouraged preventative dental care.

Provided comprehensive treatment planning, emergency treatment to patients. Prosthetic cases including removable dentures, veneers, crowns, and bridges.

Provided comprehensive treatment planning, emergency treatment to Survivor of Torture

Obtained degree in Doctor of

Dental Surgery

patients. Full mouth rehabilitation.

## EDUCATION

NYU COLLEGE OF DENTISTRY (2013-2017, New York, New York)

FLORIDA INTERNATIONAL UNIVERSITY (2011-2013, Miami, Florida) Obtained a degree in Masters of Science in Dietetics

UNIVERSITY OF FLORIDA (2007-2011, Gainesville, Florida

Obtained degree in Bachelors of Science in Food Science and Human Nutrition



#### AAHC Surveyor

Comprehensive Treatment

English/Spanish

EPIC/DENTRIX/EAGLESOFT

AWARDS

**Rising Star** 

Tampa Family Health Centers



#### Name: Francisco Wen

Phone Number:7278253181

Work Information:Tampa Bay Rays and Rowdies

Email: francisco.wen@hotmail.com

#### Country of Origin

#### Argentina

Summarize you intererest in joining our organization

I am interested to join Tampa Bay Area Hispanic groups due to my professional and personal background. Since I started working in Human Resources, I became interested to help culturally diverse communities in the community to understand employment in the United States.

What is your current involvement or knoledge of THHI

Even though I am not currently involved with THHI, I have been learning and understanding the different events and how I can help the community to though baseball and soccer and my background in order to enrich the community.

Are you currently serving or have previously served as a Director for another non-profit or community organization? If so, ple...

No, I am not serving another non-profit organization.

#### Srategic planing

Very Experienced

Fundricing

Some Experience

#### Board Development

Some Experience

Organizational development, team building

Very Experienced

#### Information Technology

Little or no Experienced

Editing, writing, journalism, communications

Little or no Experienced

Special events (planning and implementing)

Some Experience

Program Planning and Evaluation

Some Experience

Archiving, Recordkeeping

Some Experience

Recruiting, Hiring and Evaluating Personnel

Very Experienced

Financial Management & Control (Budgeting, Accounting)

Little or no Experienced

Curating (art)

Little or no Experienced

For the items you checked as "very experienced" or "some experience," please describe. Please describe additional experienc...

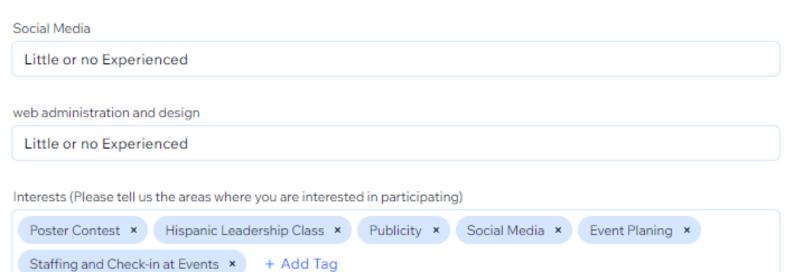
I have been a panelist for the Florida Diversity Council and different council within higher education in order to be a resource to the community and the people that makes up St Petersburg and Tampa.

Public and Media Relations

Little or no Experienced

Public Speaking

Some Experience





**Resume:** 

### Francisco Wen. SHRM-CP

francisco.wen@hotmail.com | (813) 716-8506

Bilingual, awarded multi-faceted Professional Human Resources with a history of success developing and implementing new practices driven by researched data.

:	Job Analysis Recruitment Employment Branding	Survey Development Employee Relations Candidate Engagement		Assessment & Selection Compensation College Recruitment
	Payroll	Health & Wellness	•	Benefits
	-			

#### Tampa Bay Rays & Rowdies, St. Petersburg, FL

#### Director, Human Resources and Organizational Engagement

Manager, Huma Resources and Organizational Engagement

The Director, Human Resources & Organizational Engagement is responsible for developing and executing Rays and Rowdies employee employees' life cycle including involvement in a range of strategic initiatives and processes such as recruiting, benefits, employee relations, onboarding, retention, rewards & recognition, performance management and succession planning.

Key Accomplishments:

- Manage an average of 100 requisitions, full time part time and seasonal; full cycle recruiting process to meet various staffing needs across all levels by creating end implementing employment marketing strategies and attracting passive job seekers.
- Develop strong relationships and partner with hiring managers to maximize effectiveness of recruiting process.
- Develop relationships with the community by partnering with different non-profits organizations and educational facilities.
- Executed HR business processes for the Human Capital Management and performance management systems; troubleshoot questions that arise from staff regarding the systems.
- Advised employee and management personnel on the interpretation of personnel policies, programs and procedures. ٥.

#### Bealls, Inc (Distribution Center), Bradenton, FL

#### Manager, Talent Acquisition

Responsible for developing and implementing strategic initiatives and forecasting hiring needs for multiple-site operations.

Key Accomplishments:

- Manage an average of 60 requisitions; full cycle recruiting process to meet various staffing needs across all levels by creating end implementing employment marketing strategies and attracting passive job seekers.
- Develop strong relationships and partner with hiring managers to maximize effectiveness of recruiting process.
- Develop relationships with the community by partnering with different non-profits organizations and educational facilities.
- Ensure candidate and employee experience throughout their tenure by providing excellent customer service.

#### Pittsburgh Pirates, Sarasota, FL February 2017 - October 2020 HUMAN RESOURCES GENERALIST

Responsible for the development, analysis and administration of human resources programs for the Pittsburgh Pirates and affiliates -

Key Accomplishments:

- Act as HR Business Partner for Florida and Dominican Republic operations and provide guidance to employees on HRrelated needs.
- Worked with workers compensation third party administrator on reporting and filing all employee and player claims as well as following up on inquiries from providers and injured parties.
- Developed, managed, and executed programs and events that support morale, engagement, and organizational effectiveness.
- Executed HR business processes for the Human Capital Management and performance management systems; troubleshoot questions that arise from staff regarding the systems.
- Helped MLB and MiLB players with questions related to benefits and payroll. ÷÷-
- Responsible for FT\_PT and Seasonal full cycle recruitment at Pirate City and LECOM Park for Spring Training and

January 2023 - Present June 2021- December 2022

January 2021 - Present

- responsible to tail tails and obtained the cycle restauriest in taile only and theorem tails to opting annual and ..... Bradenton Marauders Season.
   Maintained compliance with federal and local regulations such as OSHA, Unemployment claims or BLS.

- Managed the baseball operations hiring process which consists of generating job descriptions; posting full time, seasonal and intern opportunities; finalizing the conditional offer; and onboarding the new hire.
- Advised employee and management personnel on the interpretation of personnel policies, programs and procedures
- Carried out administrative work involving the HR functions and maintain related records to ensure compliance.

#### Sutter Roofing Company of Florida, Sarasota, FL

August 2016 - February 2017

#### HUMAN RESOURCES BUSINESS PARTNER

As a HR Business Partner is both a strategic and hands-on role, I provided full cycle Human Resources support to more than 300 employees in three locations. The role was critical in executing people initiatives, providing great internal customer support, and driving HR functional excellence and process improvement.

Key Accomplishments:

- Collaborated with the executive team and managers to develop effective onboarding process and talent management strategies that focused on attracting new talent, identifying high-potential employees and maximizing career development efforts.
- Built, developed and implemented website ATS system solutions that meet the organization's business requirements.
- Primary consultant on employee relations and performance management issues. Leveraged knowledge of employment law to advice coach and develop action plans accordingly.
- Decreased overall time-to-fill for non-exempt employees in 10%.
- Increased number of applicants throughout the three location by 25%.
- Developed SutterUtraining and development initiatives for the Company.

#### Universal Insurance of North America, Sarasota, FL

September 2013 - August 2016

April - September 2013

August 2011 - April 2013

#### HUMAN RESOURCES GENERALIST

Responsible for the development, analysis and administration of Universal Insurance North America's talent acquisition, benefits and compensation administration, training, employee relations, performance management, and other human relations programs.

#### Key Accomplishments:

- Improved talent acquisition life cycle: reduced by 40% from average of 60 days-to-fill to an average of 40 days-to-fill metrics.
- Through cost containment, decreased 3rd party recruiting budget by 50%, from spending an average of \$100,000 to \$55,000 annually.
- Implemented full life cycle recruiting applicant tracking systems through the use of ADP WorkforceNow.
- Delivered and completed talent acquisition and compensation practices to AVP, VP and Directors to update strategic staffing plans and ensure all staffing needs are met.
- Compiled interview data, assessments and background checks and consults with upper management regarding each candidate.
- Completed 100% job analysis and salary assessment through survey participation.
- Consulted and advised on employee relations issues and ensured adherence & compliance to legal guidelines.
- Evaluated and analyzed salary data, determined pay grades, conduct or participate in compensation surveys as well as job evaluations.
- Administered benefits to include open enrollment, and assists with claims resolution, change reporting, and approving invoices for payment.
- Developed Universal North America's corporate Wellbeing program across three different offices in the US.

#### DDS Lab, Tampa, FL HUMAN RESOURCES REPRESENTATIVE

#### Sanwa Growers, Inc., Tampa, FL HUMAN RESOURCES ASSISTANT

Support the administration of the day-to-day operations of the human resources functions and duties. Responsible in the following functional areas: hiring and entering new employees in HRIS, welcoming new employees, payroll, general employment and benefits. Also, generates ad hoc and standard reports and collects data for metrics in the HRIS system.

#### Key Accomplishments:

- Compiled payroll data such as garnishments, vacation time, sick time, commissions, bonus and expenses.
- Polled electronic time clocks (Paycor) and review the downloaded information for completeness and accuracy
- Point of contact for managers in regards to payroll, pay adjustments, PTOs, vacations and retro pay.
- Coordinated and assisted with the administration and confidential investigation of all Workers' Compensation, unemployment issues, Affirmative Action, EEO, Sexual Harassment, e-verify and other employee relations issues.
- Implemented new hire panerwork process through a worldy

- impremented new nice paperwork process unough e-verify.
- Recruit, review and pre-interview exempt and non-exempt candidates.

Previous Work History

Self-Employed, Tampa, FL STRATEGIC HUMAN RESOURCES & TRAINING CONSULTANT

First Advantage Corporation, St. Petersburg, FL. HR SPECIALIST - INTERNATIONAL

Casa Central, Chicago, IL HR TRAINER CONSULTANT

The Personnel Board of Jefferson County, Birmingham, AL ASSESSOR

The Merchandise Mart Properties, Inc. (MMPI), Chicago, IL HUMAN RESOURCES ASSISTANT

Owensboro Medical Health System – OHMS-, Owensboro, KY HUMAN RESOURCES ASSISTANT

#### SKILLS

Languages: Bilingual English-Spanish, French, Mandarin and Taiwanese.

Software: Microsoft Word, Excel, Power Point, Access, Fox Pro 2.6, PeopleSoft, Abra Suite, AS 400, SPSS, Minitab, SAS, My Staff Pro, Adobe Acrobat, Raisers' Edge, Cognos, SharePoint, UltiPro, Citirix, Photoshop, ADP, Ms Visio, Halogen, OnBase, Ascentis, Millenium, NOVAtime.

	EDUCATION	
	e Chicago School of Professional Psychology M.A Industrial Organizational Psychology	Chicago, IL (May 2008)
¢	escia University B.S Business Administration with an emphasis in Human Resources and a minor in Psychology A.A Human Relations	Owensboro, KY (2002-2006) (2002-2004)
	CERTIFICATIONS	

#### SHRM-Certified Professional (SHRM-CP)

- SHRM Specialty Credential
  - 1. Talent Acquisition Specialty
  - 2. People Analytics Specialty

#### AWARDS

- Recipient of "2007 HR Leader of Tomorrow" Award -SHRP chapter
- Nominated for "2008 Shooting Star of the Year Award" Make-A-Wish Foundation

#### VOLUNTEER

 2022 - Panelist Florida Diversity Council https://floridadiversitycouncil.org/events/2022-tampa-bay-business-of-diversity-inclusion/topeningremarks. 2002 - 2011

#### Name: Carmen Ayala Bladt

#### Work Informatio: Retired- Business owner

#### **Phone Number : None Provided**

#### **Email: None Provided**

Country of Origin

USA

Summarize you intererest in joining our organization

I would like more representation of Hispanics. To help contribute toward making decisions that affect us and our communities. There is a monopoly in each city. City councils and other chambers of commerce have their own agenda.

What is your current involvement or knoledge of THHI

Not much. But I would like to change that.

Are you currently serving or have previously served as a Director for another non-profit or community organization? If so, ple...

No.

Srategic planing

Fundricing

Board Development

Organizational development, team building

Information Technology

Editing, writing, journalism, communications

Program Planning and Evaluation

Archiving, Recordkeeping

Recruiting, Hiring and Evaluating Personnel

Financial Management & Control (Budgeting, Accounting)

Curating (art)

For the items you checked as "very experienced" or "some experience," please describe. Please describe additional experienc...

N/A

Public and Media Relations

Public Speaking

Social Media

Interests (Please tell us the areas where you are interested in participating)
Hispanic Leadership Class × Hispanic Woman & Man of the Year Gala × Event Planing ×
Staffing and Check-in at Events × + Add Tag
Resume
+ Add file
Add file link (URL)

Headshot



**Resume: None Submitted** 

Name: Thelma Chicas

Work Information: Hillsborough Community College

Phone Number: 8637095441

Email: tchicas14@outlook.com

El Salvador

Summarize you intererest in joining our organization

I have traveled to different countries and I have been exposed to many cultures. I believe your organization is the best fit for me because we share the same goal and passion which is to serve different people and communities with different cultures and backgrounds.

What is your current involvement or knoledge of THHI

N/A

Are you currently serving or have previously served as a Director for another non-profit or community organization? If so, ple...

N/A

Srategic planing

Fundricing

Board Development

Organizational development, team building

Information Technology

Editing, writing, journalism, communications

Program Planning and Evaluation

Archiving, Recordkeeping

Recruiting, Hiring and Evaluating Personnel

Financial Management & Control (Budgeting, Accounting)

Curating (art)

For the items you checked as "very experienced" or "some experience," please describe. Please describe additional experienc...

Committee member of HHM at Polk State College. AP Reader at College Board

Public and Media Relations

Public Speaking

Social Media	
web administration and design	
Interests (Please tell us the areas where you are interested in participating)	
Essay Contest × Poster Contest × Hispanic Leadership Class ×	Hispanic Woman & Man of the Year Gala 🛛 🗙
Event Planing × + Add Tag	
Resume	
+ Add file	
Add file link (URL)	
Headshot	

Upload an image or add an image URL

#### **Resume: None Submitted**

#### Name: Jacqueline Dayanara Romero

Phone Number: 8135162980

Work Information: B.I.W Beautiful International Women

Email: ladivadayanara31@gmail.com

#### Country of Origin

#### United States

Summarize you intererest in joining our organization

I am interested to join the organization to give back more to my Hispanic community

What is your current involvement or knoledge of THHI

I am advocate for Domestic Violence and I have been to some meetings

Are you currently serving or have previously served as a Director for another non-profit or community organization? If so, ple...

No

Srategic planing

Fundricing

Board Development

Organizational development, team building

Information Technology

Editing, writing, journalism, communications

Program Planning and Evaluation

Archiving, Recordkeeping

Recruiting, Hiring and Evaluating Personnel

Financial Management & Control (Budgeting, Accounting)

Curating (art)

For the items you checked as "very experienced" or "some experience," please describe. Please describe additional experienc...

I am owner of my own business company B.I.W Beautiful International Women and as well Divine'Emoja and Volunteers for the cancer society and

Public and Media Relations

Public Speaking

Social Media

web administration and design
Interests (Please tell us the areas where you are interested in participating)
Poster Contest × Hispanic Leadership Class × Hispanic Woman & Man of the Year Gala ×
Communications Committee (Year-round) × Publicity × Clerical Duties × Photography at Events ×
Event Planing × Staffing and Check-in at Events × + Add Tag
Resume

+ Add file

Add file link (URL)

Headshot



**Resume: None Submitted** 

Name: Alessandra Cacciatore

Phone Number: 813-712-9919

Work Inforamtion:David A. Straz Jr. Center for the Performing Arts

Email: alessandra.c.cacciatore@gmail.com

#### Country of Origin

United States

#### Summarize you intererest in joining our organization

I have spent the majority of my young life in search of ways to better support my community. After serving since 2017 in The Junior League of Tampa, I have begun to look for new opportunities that support the efforts of local organizations. The Hispanic Heritage Inc. offers a unique opportunity to not only support a local organization, but one that represents my culture. My hope is to bring my not-for-profit industry knowledge and volunteer experience to the table, to be a support system for this great organization.

#### What is your current involvement or knoledge of THHI

I have no previous experience but was given information by Kathleen Wilkins, who encouraged me to not only research this organization but potentially become more involved.

Are you currently serving or have previously served as a Director for another non-profit or community organization? If so, ple...

I do not have Director experience, but in my work for The Straz Center, I interact often with our Board of Directors and provide reporting and updates to that group of stakeholders. I feel that my knowledge of their processes and my education from The Nonprofit Leadership Center in Nonprofit Board Governance well prepares me for this role.

#### Srategic planing

Some Experience

Fundricing

Very Experienced

Board Development

Little or no Experienced

Organizational development, team building

Very Experienced

Information Technology

#### Little or no Experienced

#### Editing, writing, journalism, communications

Very Experienced

Special events (planning and implementing)

Very Experienced

Program Planning and Evaluation

Some Experience

Archiving, Recordkeeping

Little or no Experienced

Recruiting, Hiring and Evaluating Personnel

Little or no Experienced

Financial Management & Control (Budgeting, Accounting)

Some Experience

Curating (art)

Little or no Experienced

For the items you checked as "very experienced" or "some experience," please describe. Please describe additional experienc...

#### Strategic Planning -

In my professional role, it is imperative that we work towards larger goals. This includes ensuring that our programming, marketing, and fundraising efforts support the growth we are seeking. I have the great opportunity to be involved in all of these conversations as it pertains to Opera Tampa.

Organizational development, team building -

Working on large events requires that every member of our various teams are well educated and given the tools they need to succeed. It is my functionality to ensure that communications are had prior to all events, and ensure that our staff feels committed to our projects and have the information, support and training to be their best.

Fundraising -

In my role as Opera Tampa's marketing manager, I provide various assets throughout the year to support the fundraising efforts of our development teams. With this comes needing to understand what we are asking for, who we are asking and when. My support in the way of marketing and advertising helps to support the fundraising of over \$400k per year for Opera Tampa.

Editing, writing, journalism, communications -

In a year, I write/edit various emails, produce six programs, one full season brochure, various posters and fliers, oversee the content on our website, write curtain speeches for myself and our President/CEO, approve all social media efforts, and oversee the creation of various video elements.

Program Planning and Evaluation

I work closely with Opera Tampa's artistic director to evaluate our programming and provide financial information that is critical to our decision making processes. I evaluate sales, marketing spending and audience feedback to ensure that our programs will be successful.

Special events (planning and implementing)

Each year, I am part of a team that ensures that our special events go smoothly. I provide various supports including, communications, asset creation, and event logistics.

Financial Management & Control (Budgeting, Accounting)

In my role, I oversee a marketing budget of over \$100k for Opera Tampa. It is my responsibility to ensure that we are not only budgeting correctly, but also to ensure that our budget is being used appropriately to ensure successful events.

Public and Media Relations

Part of my functionality in my role is to approve all communications going out to the Press and ensure that our messaging is in line with our overall brand. I work with our communications team in this effort and also ensure that our artistic teams are ready and available to take advantage of live press opportunities or interviews when the opportunities arise.

Web administration and design

I oversee the content on OPERATAMPA.ORG, although I do not have to physically make changes to the pages myself. I instruct our internal teams of the changes I want to see and ensure they are made, whether that be overall design or content.

#### Public Speaking

I speak often at meetings with our Board of Directors, where I provide a quarterly report, I also often greet our audiences at performances, which vary in size. The largest group I have spoke to exceeded 1k people. Social Media

I assist our social media team with content ideas, content collection, asset creation and messaging. It is my

### responsibility to approve all messaging related to Opera. Jampa that is shared on social media.

Public and Media Relations
Very Experienced
Public Speaking
Very Experienced
Social Media
Very Experienced
web administration and design
Some Experience
Interests (Please tell us the areas where you are interested in participating)
Hispanic Leadership Class × Hispanic Woman & Man of the Year Gala ×
Communications Committee (Year-round) * Event Planing * + Add Tag

**Resume:** 



### CONTACT

(C) 813.712.9919

alessandra.c.cacciatore@gmail.com

### EXPERIENCE

Nonprofit advertising Sales Fundraising/Development advertising Video production Social media advertising Content creation Budgeting Event planning

### VOLUNTEER EXPERIENCE

### The Junior League of Tampa

Communications Manager | 2022-2023 Communications Manager-Elect | 2021-2022 Internal Communications Chair | 2020-2021 Internal Communications - Chair-Elect | 2019-2020 Public Relations and Marketing - Communications Coordinator | 2018-2019

### REFERENCES

Available upon request.

# ALESSANDRA CACCIATORE

### MARKETING SPECIALIST

### EDUCATION

Saint Leo University Religious Studies - currently attending

### CERTIFICATIONS

Excellence in Nonprofit Board Governance Nonprofit Leadership Center

Marketing Tools to Set Enterprises Apart The University of Edinburgh

### 18th-Century Opera: Handel & Mozart

Harvard University

### WORK EXPERIENCE

Straz Center for the Performing Arts

### Marketing Manager - Opera Tampa | 2021-Current

My responsibilities include overseeing all aspects of Opera Tampa institutional and event advertising, including but not limited to, digital advertising, art direction, photo/video direction, ad buying, list management, fundraiser advertising, copy writing, copy editing, publication management budgeting and ticket sales.

### Marketing Coordinator - Events | 2019-2021

My responsibilities included overseeing the advertising and marketing efforts for various productions including, dance, classical music, theater and comedians. These responsibilities included but were not limited to, list management, ad buying, budgeting and ticket sales.

### Arts Education Marketing Coordinator - 2017-2019

My responsibilities included helping to oversee the advertising efforts for The Patel Conservatory and Next Generation Ballet. These responsibilities included but were not limited to, ad buying, digital advertising, student recruitment, ticket sales, tuition sales, branding and asset creation.

### Name: Filippo Ferretti

Work Information: Univision Communications

Phone Number:18133994545

Email: filippoferrettitv@gmail.com

#### Country of Origin

Italy

Summarize you intererest in joining our organization

I am interested in joining your organization due to my extensive experience and knowledge of both the organization and the Tampa Hispanic Heritage. I believe my skills and background align well with the goals and values of the organization, and I am eager to contribute to its success.

What is your current involvement or knoledge of THHI

As a journalist, I stay informed about the developments and events organized by THHI. My current involvement allows me to be well-acquainted with the organization's activities, achievements, and its contributions to the Hispanic community in Tampa.

Are you currently serving or have previously served as a Director for another non-profit or community organization? If so, ple...

n/a

#### Srategic planing

Very Experienced

Fundricing

Little or no Experienced

Board Development

Very Experienced

Organizational development, team building

Very Experienced

Information Technology

Some Experience

Editing, writing, journalism, communications

Very Experienced

Special events (planning and implementing)

Very Experienced

Program Planning and Evaluation

Very Experienced

Archiving, Recordkeeping

Little or no Experienced

Recruiting, Hiring and Evaluating Personnel

Very Experienced

Financial Management & Control (Budgeting, Accounting)

Some Experience

Curating (art)

Very Experienced

For the items you checked as "very experienced" or "some experience," please describe. Please describe additional experienc...

Journalist with more than 20 years of experience in Mass Communications, Social media and Marketing

Public and Media Relations

Very Experienced

Public Speaking

Very Experienced

Social Media

Very Experienced

web administration and design

Some Experience

Interests (Please tell us the areas where you are interested in participating)

Essay Contest 🔹 Poster Contest 🔹	Hispanic Leadership Class	× Hispanic Woman & Man of the Year Gala ×
Communications Committee (Year-round)	* Publicity * Printin	g Programs × Social Media ×
+ Add Tag		

J



# FILIPPO FERRETTI

- filippoferrettitv@gmail.com
- (813) 399-4545
- Tampa, FL 33615

https://www.youtube.com /watch?v=JSVNWaljEmc

### SKILLS

- INews
- Adobe Premiere Video Editing
- Adobe Photoshop
- Social Media for News Trainee at Facebook Headquarters (New York City and San Francisco)
- Investigative Journalism
- On-Camera Skills
- Story Pitching
- In-Depth Research
- News Anchoring
- Critical Thinking Abilities

### EDUCATION

University of Florence, Italy Italy

B.A.: Broadcast Journalism

University of Barcelona, Barcelona, Spain

M.A.: Broadcast Journalism

IULM University, Milan, Italy

M.A.: Broadcast Journalism & Communication

### CERTIFICATIONS

 Social Media Training - META -Menlo Park, CA

### PROFESSIONAL SUMMARY

#### CAREER HIGHLIGHTS

 Award-winning bilingual talent, skilled at delivering captivating stories as a reporter and anchor.

- Persistent and diligent journalist who gets to the heart of every story.
- Newsroom leader who advises, oversees, and provides guidance to team, ensuring aggressive and effective coverage.

 Genuine and trustworthy resource in the community with proven ability to attain reliable contacts and exclusive sources.
 Excels at viewer engagement on social media platforms

### WORK HISTORY

### Univision Communications - Anchor/Reporter

WXTV-TV New York, NYC - WVEA Tampa, FL \* 10/2020 - Current

- News Anchor for Edicion Digital Nueva York and Morning Show Univision Al Despertar
- First to break the news about a massive fire in the Bronx that killed nineteen people
- Story obtained national coverage
- Extensive coverage of the spike in crime in New York City, especially on the subways
- Wall to wall live coverage of the Brooklyn subway mass shooting
- Presented liveshots on air for 8 hours
- Secured exclusive one on one interviews with New York Governor Kathy Hochul, Senator Chuck Schumer and Congresswoman Alexandra Ocasio-Cortez
- Consistent, compelling coverage of the Dominican community in the New York City area
- Extensive coverage of the Covid 19 Pandemic, focusing on lockdowns, economic impact on businesses and schools as well as vaccine distribution.
- Researched and produced daily news reports.

#### Entravision Communications Corp - Anchor/Reporter WVEA - WVEN Tampa, FL & Orlando, FL + 07/2015 - 10/2020

- Main Anchor of 'Despierta Tampa Bay' the first Spanish morning newscast in the market
- Sourced and developed a two-year exclusive Emmy award winning investigation into a fraud scheme where more than one thousand immigrant families were scammed by a man posing as an attorney
- My investigation led to the arrest of suspect, followed by a conviction and 20-year federal prison sentence
- Story was featured nationally by the New York Times, The Daily Mail and Fox News
- Presented live coverage from Paris, France following the terrorist attack at Bataclan that killed 137 people in November 2015

- Covered two presidential elections (2016 2020), with exclusive one on one interviews with political leaders, including Vice President of the United States Mike Pence, US Senator Rick Scott, US Senator Marco Rubio, US Congresswoman Kathy Castor, US Congressman, former Florida Governor Charlie Christ, Florida Governor Lieutenant Jeannette Nunez, Donald Trump Jr, Ivanka Trump, Lara Trump and First Lady Jill Biden
- In depth coverage of the 2020 political elections
- Attended 12 Presidential Trump Rallies, 2 Presidential Candidate Joe Biden events and 3 VP Mike Pence election events
- Severe weather coverage of more than ten category 4 & 5 hurricanes, including storms Ermine, Elsa, Albert, Dorian, Alex, Isaias, Wilma, Irma, Maria, Michael
- Presented special live coverage for Univision of category four storm Michael, which devastated the Florida Panhandle
- Executed several enterprise stories on immigrant families', including Cubans protests for freedom in 2021, Venezuelans refugees, and Mexican immigrant farmers struggles.

### MTV - Euronews - Anchor/Breaking News Live Correspondent 01/2008 - 05/2015

- News Anchor for National MTV newscast
- Correspondent from Spain for Euronews Network
- Covered three papal trips around the world: Pope Benedict's visit to Spain in 2011, Pope Benedict XVI's visit to Cuba and Mexico in 2012, as well as Pope Francis' visit to Israel, Jordan and Palestine in 2014
- Extensive coverage of the war in Afghanistan
- Presented 21 days of continuous coverage from Kabul, Afghanistan following the attack that killed several foreign militaries in the city of Farah
- Presented live coverage for Euronews Network in both Spanish and Italian on the war zones and the way of life from Taliban villages
- Served as a Correspondent from Miami, covering Latin America
- Extensive coverage Colombia following Pablo Escobar
- Highlighted the economic impact of the coffee trade in Colombian society
- Exclusive one on one interview with Colombian president Juan Manuel Santos

manuer pantos

- Presented an in-depth story about highlighting freedom of speech problems in Cuba
- Live coverage from several Fidel Castro's political events
- Extensive coverage of Pope Benedict XVI resignation from Rome, Italy, with exclusive interviews with Cardinals and President of the Republic of Italy, Giorgio Napolitano
- Live coverage from London on the death of former prime Minister of the United Kingdom, Margaret Tatcher
- Extensive live coverage of the Islamic terrorist attack in Paris at Charlie Hebdo.

# Mediaset-TV - Anchor/Reporter

01/2001 - 12/2007

- Popular news anchor for national morning newscast (2005-2007)
- Helped uncover a national scam about immigration that led the arrest of thirty-two people in Italy
- Extensive coverage of crime organizations, such as the Italian Mafia.

# LEADERSHIP EXPERIENCE

- Hillsborough County Sheriff's Hispanic Advisory Council Board Member
- Hillsborough County Hispanic Chamber of Commerce Board Member
- Tampa Bay Latin Chamber of Commerce Board Member
- Foreign Press Correspondent Association Counselor
- Italian Journalist Association Board Member
- European Journalist Council Board Member

# AFFILIATIONS

- Society of Professional Journalists
- National Association Hispanic Journalists
- Foreign Press Correspondent in USA Association
- Association of Italian Professional Journalists

# ADDITIONAL EMPLOYMENT EXPERIENCE

University of Tampa - Professor of Broadcast Journalism (2021 - to present)

# AWARDS RECOGNITION

· 2021 Emmy Award for "En La Boca del Lobo" - Crime, WVEA

 2021 City of Tampa, FL "Recognition and Proclame for 20 years of Journalism Career"

 2021 US Congress Recognition for Journalist Work During the Pandemic

 2020 "Prestige Award" Recognition from Puerto Rican Women Association of Florida  2018 Society of Professional Journalists award for "El Monstruo de Seminole Heights", WVEA

 2019 Society of Professional Journalists award for "Hurricane Michael Special Report", WVEA

2019 Society of Professional Journalists Award for "Ybor City", WVEA

 2019 Hispanic Prestige Award from Hispanic Chamber of Commerce of Hillsborough Co.

2019 Award "Premio Enfoque" for News Reporter of the Year

- 2018 Award "Premio Enfoque" for News Reporter of the Year
- 2018 Golden Mic Award Orlando Journalist of the Year
- 2016 Tele Italia Journalism Award for Journalist of the Year

 2014 Excellence in Journalism Award from European Parliament for "Immigration from Africa

to Europe"

**Public View** 

