

# SEGUIN TEXAS

It's real.

## ADVISORY BOARDS & COMMISSIONS APPLICATION

Name:

CLARA MAE MARCOTTE

Street Address:

[REDACTED]

City, State & Zip:

SEGUIN, TX 78155

Phone Number:

[REDACTED]

Home

[REDACTED]

Cell  
Business

E-mail:

[REDACTED]

Employer:

Retired

Occupation:

WAS HS ENGLISH + JOURNALISM TEACHER

Business Address:

N/A

How long have you been a resident of Seguin?

BOUGHT HOUSE 2003; lived here full time  
SINCE 2005

Are you a qualified voter of the City?

I am a qualified voter but don't get  
city things on my ballot.

Please give a brief resume, including education, past employment, any special background or qualifications you have for serving on this board/commission. Use attachments, if necessary.

see attached

Please state why you wish to serve the City of Seguin as a member of a board, commission, or committee. Use attachments, if necessary.

see attached

## **City of Seguin Advisory Boards and Commission Application.**

### **Please give a brief resume.**

I received a Bachelors and Masters in Education (English, Journalism, and Speech) at the University of Florida. I taught at Trenton High School in Florida and Bishop High School in Texas. I've also held the position of Public Affairs Officer at Texas A&M-Kingsville. In the world of art, I've been active since 1968. In the 70s I was president of the Southwest Watercolor Society-Corpus Christi Chapter, and I've been president of the Seguin Art League since January 2021 to December 2024.

In the community, I have demonstrated weaving and spinning skills at the Texas Agricultural Education and Heritage Center for many years, both at their Ag Fest as well as at their Country Christmas educating children (as well as adults) about their farm heritage and the role that the pioneers played in the advancements of today. (I also take care of the planters at the library using my Master Gardener and Native Plant Society skills.)

### **Please state why you wish to serve the City of Seguin as a member of a board, commission, or committee.**

To put it in a few words, I like to feel needed. Because I have been president of the Seguin Art League for the last four years, I have also been part of the Downtown Business Alliance. This has given me a feeling for the attractions of Downtown as well as for the problems that Downtown faces. And, of course, what Downtown faces, the rest of the city and county does as well. And in the middle of all that is the art community who are trying to connect the rest of the community with beauty and education. I am part of that and feel that my skills will benefit the Seguin Commission for the Arts.

Do you currently serve on a City board or commission? ☒ Yes ☐ No

If yes, which board or commission? ARTS COMMISSION

How long? ONE term

Do you have any relatives who work for the City of Seguin? ☐ Yes ☒ No

If so, please list —

Do you receive any direct compensation or gain from the City of Seguin? ☐ Yes ☒ No

If so, what type? —

Do you receive any direct compensation or gain from any governmental body?

☒ Yes ☐ No

If so, what type? SOCIAL SECURITY, TRS

Do you or a family member (including spouse, parent, child, sibling or in-law) receive any direct compensation or gain from any business entity or contractor doing business with the City of Seguin? ☐ Yes ☒ No

If so, what type? —

If selected by the Seguin City Council, on which boards/commission would you be willing to serve? Please be specific. This application will remain active for one-year, unless you are appointed to a board or commission. You must reapply, if you would like to be considered for another board or commission.

1. COMMISSION ON THE ARTS

2. —

3. —

SIGNATURE: Clara Mae Marotta DATE: 12/9/25

# SEGUIN TEXAS

It's real.

## ADVISORY BOARDS & COMMISSIONS APPLICATION

Name: MATT SWIHART

Street Address: [REDACTED]

City, State & Zip: SAN MARCOS, TX 78666

Phone Number: \_\_\_\_\_ Home [REDACTED] Business \_\_\_\_\_

E-mail: [REDACTED]

Employer: D.R. HORTON HOMES

Occupation: DIRECTOR OF CONSTRUCTION

Business Address: [REDACTED] SAN MARCOS, TX 78666

How long have you been a resident of Seguin? 0

Are you a qualified voter of the City? NO

Please give a brief resume, including education, past employment, any special background or qualifications you have for serving on this board/commission. Use attachments, if necessary.

20 YEARS RESIDENTIAL - PRODUCTION HOME BUILDING

4-YEAR DEGREE TEXAS STATE

Please state why you wish to serve the City of Seguin as a member of a board, commission, or committee. Use attachments, if necessary.

WE CURRENTLY BUILD HOMES IN SEGUIN, ALWAYS WANT

TO BE A PART OF WORKING WITH THE CITY.



Do you currently serve on a City board or commission? \_\_\_\_\_ Yes ✓ No

If yes, which board or commission? Nkr

How long? \_\_\_\_\_

Do you have any relatives who work for the City of Seguin?        Yes ✓ No

If so, please list \_\_\_\_\_

Do you receive any direct compensation or gain from the City of Seguin?    Yes    No

If so, what type? \_\_\_\_\_

Do you receive any direct compensation or gain from any governmental body?

\_\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you or a family member (including spouse, parent, child, sibling or in-law) receive any direct compensation or gain from any business entity or contractor doing business with the City of Seguin?        Yes        No

If so, what type? ✓

If selected by the Seguin City Council, on which boards/commission would you be willing to serve? Please be specific. This application will remain active for one-year, unless you are appointed to a board or commission. You must reapply, if you would like to be considered for another board or commission.

1. CONSTRUCTION BOARD OF ADJ. & APPRAISAL
- 2.
- 3.

SIGNATURE: \_\_\_\_\_

DATE:



**It's real.**

**ADVISORY BOARDS & COMMISSIONS APPLICATION**

Name: Christopher Koepsel

Street Address: [REDACTED]

City, State & Zip: Seguin, Tx 78155

Phone Number: [REDACTED] Home — Business —

E-mail: [REDACTED]

Employer: The Electrician LLC

Occupation: Owner / Master Elec.

Business Address: [REDACTED]

How long have you been a resident of Seguin? 35 years

Are you a qualified voter of the City? ?

Please give a brief resume, including education, past employment, any special background or qualifications you have for serving on this board/commission. Use attachments, if necessary.

Seguin High School  
Assoc Builders & Contractors School (ABC)  
Master Electrician - Been in trade 18 years

Please state why you wish to serve the City of Seguin as a member of a board, commission, or committee. Use attachments, if necessary.

Be a part of our growing youth & community

Do you currently serve on a City board or commission? ☐ Yes ☒ No

If yes, which board or commission? \_\_\_\_\_

How long? \_\_\_\_\_

Do you have any relatives who work for the City of Seguin? ☐ Yes ☒ No

If so, please list \_\_\_\_\_

Do you receive any direct compensation or gain from the City of Seguin? ☐ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you receive any direct compensation or gain from any governmental body?

☐ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you or a family member (including spouse, parent, child, sibling or in-law) receive any direct compensation or gain from any business entity or contractor doing business with the City of Seguin? ☐ Yes ☒ No

If so, what type? \_\_\_\_\_

If selected by the Seguin City Council, on which boards/commission would you be willing to serve? Please be specific. This application will remain active for one-year, unless you are appointed to a board or commission. You must reapply, if you would like to be considered for another board or commission.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

1

DATE: \_\_\_\_\_

5-4-25



Do you have any relatives who work for the City of Seguin? \_\_\_\_\_ Yes \_\_\_x\_\_\_ No

If so, please list \_\_\_\_\_

Do you receive any direct compensation or gain from the City of Seguin? \_\_\_ Yes \_\_\_x\_\_\_ N

If so, what type? We are hired for city projects occasionally so not sure if that should make my answer a yes?

Do you receive any direct compensation or gain from any governmental body?

\_\_\_ Yes \_\_\_x\_\_\_ No

If so, what type? We do work for Guadalupe County and surrounding cities and counties, so not sure if that should make my answer a yes?

Do you or a family member (including spouse, parent, child, sibling or in-law) receive any direct compensation or gain from any business entity or contractor doing business with the City of Seguin? \_\_\_ Yes \_\_\_x\_\_\_ No

If so, what type? \_\_\_\_\_

If selected by the Seguin City Council, on which boards/commission would you be willing to serve? Please be specific. This application will remain active for one-year, unless you are appointed to a board or commission. You must reapply, if you would like to be considered for another board or commission.

1. Board of Appeals
2. \_\_\_\_\_
3. \_\_\_\_\_

*And Koehler*

SIGNATURE: \_\_\_\_\_ DATE: 5-2-25



# SEGUIN TEXAS

**It's real.**

## ADVISORY BOARDS & COMMISSIONS APPLICATION

Name: Austin Worthy

Street Address: [REDACTED]

City, State & Zip: Seguin, Texas 78155

Phone Number: [REDACTED] Home [REDACTED] Business [REDACTED]

E-mail: [REDACTED]

Employer: Sullivan Contracting Services

Occupation: Vice President of Operations - South Texas

Business Address: [REDACTED] Seguin, Texas 78155

How long have you been a resident of Seguin? 30 Years

Are you a qualified voter of the City? Yes

Please give a brief resume, including education, past employment, any special background or qualifications you have for serving on this board/commission. Use attachments, if necessary.

Vice President of Operations, Sullivan Contracting Services – South Texas District  
Texas State University, B.S. in Construction Management

Over 10 years of experience in construction management, overseeing multiple projects and leading teams with a focus on safety, quality, and budget. Skilled in project planning, contract negotiation, and operational leadership. Proficient in industry tools such as AutoCAD, Procore, PlanGrid, and Microsoft Project. Committed to community development and effective, collaborative governance.

Please state why you wish to serve the City of Seguin as a member of a board, commission, or committee. Use attachments, if necessary.

I want to serve the City of Seguin to give back to the community and contribute my experience in construction and operations. I'm committed to supporting thoughtful growth, safety, and collaboration that benefits residents, local businesses and the City of Seguin.

Do you currently serve on a City board or commission? \_\_\_\_\_ Yes ☒ No

If yes, which board or commission? N/A

How long? N/A

Do you have any relatives who work for the City of Seguin? \_\_\_\_\_ Yes ☒ No

If so, please list N/A

Do you receive any direct compensation or gain from the City of Seguin? \_\_\_\_ Yes ☒ No

If so, what type? N/A

Do you receive any direct compensation or gain from any governmental body?

\_\_\_\_ Yes ☒ No

If so, what type? N/A

Do you or a family member (including spouse, parent, child, sibling or in-law) receive any direct compensation or gain from any business entity or contractor doing business with the City of Seguin? \_\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

If selected by the Seguin City Council, on which boards/commission would you be willing to serve? Please be specific. This application will remain active for one-year, unless you are appointed to a board or commission. You must reapply, if you would like to be considered for another board or commission.

1. Advisory Board

2. \_\_\_\_\_

3. \_\_\_\_\_

SIGNATURE: Austin Worthy DATE: May 2nd, 2025

# SEGUIN TEXAS

It's real.

## ADVISORY BOARDS & COMMISSIONS APPLICATION

Name: Joe Daniel Flores

Street Address: [REDACTED]

City, State & Zip: Seguin, TX 78155

Phone Number: [REDACTED] Home [REDACTED] Business [REDACTED]

E-mail: [REDACTED]

Employer: Joe Cools A/C & Heating

Occupation: HVAC Contractor

Business Address: [REDACTED]

How long have you been a resident of Seguin? 40 yrs

Are you a qualified voter of the City? Yes

Please give a brief resume, including education, past employment, any special background or qualifications you have for serving on this board/commission. Use attachments, if necessary.

HVAC Company Owner and license holder for 14 yrs.  
Specializing in new construction and remodels installation.  
Very familiar with city code - Very invested in our community.

Please state why you wish to serve the City of Seguin as a member of a board, commission, or committee. Use attachments, if necessary.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Do you currently serve on a City board or commission? \_\_\_\_\_ Yes ☒ No

If yes, which board or commission? \_\_\_\_\_

How long? \_\_\_\_\_

Do you have any relatives who work for the City of Seguin? ☒ Yes \_\_\_\_\_ No

If so, please list Michelle de la Cruz - Niece

Do you receive any direct compensation or gain from the City of Seguin? \_\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you receive any direct compensation or gain from any governmental body?

\_\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you or a family member (including spouse, parent, child, sibling or in-law) receive any direct compensation or gain from any business entity or contractor doing business with the City of Seguin? \_\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

If selected by the Seguin City Council, on which boards/commission would you be willing to serve? Please be specific. This application will remain active for one-year, unless you are appointed to a board or commission. You must reapply, if you would like to be considered for another board or commission.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

SIGNATURE:  DATE: 5-1-25



**It's real.**

**ADVISORY BOARDS & COMMISSIONS APPLICATION**

Name: Florin O. Popa

Street Address: [REDACTED]

City, State & Zip: Seguin, Texas 78155

Phone Number: [REDACTED] Home                      Business                     

E-mail: [REDACTED]

Employer: PbGroup, LLC

Occupation: Architect

Business Address: [REDACTED]

How long have you been a resident of Seguin? 4 ½ years

Are you a qualified voter of the City? Yes

Please give a brief resume, including education, past employment, any special background or qualifications you have for serving on this board/commission. Use attachments, if necessary.

Texas Tech University Bachelors of Architecture - 1990  
Registered Architect in the State of Texas  
pbGroup LLC – Owner/Principal Since 2012  
Presently working on K-12 projects with Seguin ISD  
Past Projects include: Custom Homes, Federal Projects; Commercial Office Buildings;  
Higher Ed Projects; Religious Projects; Sports Facilities; etc.

Please state why you wish to serve the City of Seguin as a member of a board, commission, or committee. Use attachments, if necessary.

I would like to assist in any way I can to better our community. My knowledge/expertise and experience will be an asset to the committee.

\_\_\_\_\_

Do you currently serve on a City board or commission? \_\_\_\_\_ Yes \_\_\_X\_\_\_ No

If yes, which board or commission? \_\_\_\_\_

How long? \_\_\_\_\_

Do you have any relatives who work for the City of Seguin? \_\_\_\_\_ Yes \_\_\_X\_\_\_ No

If so, please list \_\_\_\_\_

Do you receive any direct compensation or gain from the City of Seguin? \_\_\_Yes \_\_\_X\_\_\_ No

If so, what type? \_\_\_\_\_

Do you receive any direct compensation or gain from any governmental body?

\_\_\_Yes \_\_\_X\_\_\_ No

If so, what type? \_\_\_\_\_

Do you or a family member (including spouse, parent, child, sibling or in-law) receive any direct compensation or gain from any business entity or contractor doing business with the City of Seguin? \_\_\_\_\_ Yes \_\_\_X\_\_\_ No

If so, what type? \_\_\_\_\_

If selected by the Seguin City Council, on which boards/commission would you be willing to serve? Please be specific. This application will remain active for one-year, unless you are appointed to a board or commission. You must reapply, if you would like to be considered for another board or commission.

1. Building & Standards Commission

2. \_\_\_\_\_

3. \_\_\_\_\_

SIGNATURE:  \_\_\_\_\_ DATE: 4/28/2025





It's real.

ADVISORY BOARDS & COMMISSIONS APPLICATION

Name: MARK WHEELINGTON

Street Address: [REDACTED]

City, State & Zip: SEGUIN TX 78155

Phone Number: [REDACTED] Home WHEELINGTON CONSTRUCTION LLC Business

E-mail: SEGUIN BUILDER@GMAIL.COM

Employer: \_\_\_\_\_

Occupation: OWNER CONSTRUCTION / CUSTOM HOMES

Business Address: SAME

How long have you been a resident of Seguin? 35 YEARS

Are you a qualified voter of the City? NO

Please give a brief resume, including education, past employment, any special background or qualifications you have for serving on this board/commission. Use attachments, if necessary.

12 YEARS / 1 YEAR ST PHILLIPS DRAFTING & DESIGN

50 YEARS CONSTRUCTION

Please state why you wish to serve the City of Seguin as a member of a board, commission, or committee. Use attachments, if necessary.

ALTERNATE, CONSTRUCTION ADVISORY BOARD



Do you currently serve on a City board or commission? \_\_\_\_\_ Yes ☒ No

If yes, which board or commission? \_\_\_\_\_

How long? \_\_\_\_\_

Do you have any relatives who work for the City of Seguin? \_\_\_\_\_ Yes ☒ No

If so, please list \_\_\_\_\_

Do you receive any direct compensation or gain from the City of Seguin? \_\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you receive any direct compensation or gain from any governmental body?

\_\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you or a family member (including spouse, parent, child, sibling or in-law) receive any direct compensation or gain from any business entity or contractor doing business with the City of Seguin? \_\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

If selected by the Seguin City Council, on which boards/commission would you be willing to serve? Please be specific. This application will remain active for one-year, unless you are appointed to a board or commission. You must reapply, if you would like to be considered for another board or commission.

1. SEGWIN CONSTRUCTION ADVISORY BOARD

2. \_\_\_\_\_

3. \_\_\_\_\_

SIGNATURE: Mark Wheelington DATE: 6-23-25





**It's real.**

**ADVISORY BOARDS & COMMISSIONS APPLICATION**

Name: Gilberto (Gil) Ortiz IV

Street Address: [REDACTED]

City, State & Zip: New Braunfels, TX, 78130

Phone Number: [REDACTED] Home 8 [REDACTED] Business

E-mail: [REDACTED]

Employer: Schaeffler

Occupation: HR Manager

Business Address: [REDACTED] St. Seguin, TX 78155

How long have you been a resident of Seguin? Non-Resident - Business Relation to the City

Are you a qualified voter of the City? N/A

Please give a brief resume, including education, past employment, any special background or qualifications you have for serving on this board/commission. Use attachments, if necessary.

Retired Military Veteran, with over 26 years of experience supporting HR functions and initiatives.

Served as a Labor Relations Manager and HRBP Manager Supporting Space Operations and Aeronautics for Lockheed Martin, prior to my HR Manager Role with Schaeffler. BS Degree

Please state why you wish to serve the City of Seguin as a member of a board, commission, or committee. Use attachments, if necessary.

I would like to help shape policies and programs that directly affect job training,  
employment opportunities and economic growth in the region while building strategic partnership  
with leaders in education, industry partners, government and community organizations.

Do you currently serve on a City board or commission? \_\_\_\_\_ Yes ☒ No

If yes, which board or commission? \_\_\_\_\_

How long? \_\_\_\_\_

Do you have any relatives who work for the City of Seguin? \_\_\_\_\_ Yes ☒ No

If so, please list \_\_\_\_\_

Do you receive any direct compensation or gain from the City of Seguin? \_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you receive any direct compensation or gain from any governmental body?

\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you or a family member (including spouse, parent, child, sibling or in-law) receive any direct compensation or gain from any business entity or contractor doing business with the City of Seguin? \_\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

If selected by the Seguin City Council, on which boards/commission would you be willing to serve? Please be specific. This application will remain active for one-year, unless you are appointed to a board or commission. You must reapply, if you would like to be considered for another board or commission.

1. Regional Workforce Education Alliance (RWEA) Board

2. \_\_\_\_\_

3. \_\_\_\_\_

SIGNATURE:  \_\_\_\_\_ DATE: July 11, 2025





Do you currently serve on a City board or commission? ☒ Yes ☐ No

If yes, which board or commission? Commission on the Arts

How long? Just finished my first three-year term

Do you have any relatives who work for the City of Seguin? ☐ Yes ☒ No

If so, please list \_\_\_\_\_

Do you receive any direct compensation or gain from the City of Seguin? ☐ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you receive any direct compensation or gain from any governmental body?

☐ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you or a family member (including spouse, parent, child, sibling or in-law) receive any direct compensation or gain from any business entity or contractor doing business with the City of Seguin? ☐ Yes ☒ No

If so, what type? \_\_\_\_\_

If selected by the Seguin City Council, on which boards/commission would you be willing to serve? Please be specific. This application will remain active for one-year, unless you are appointed to a board or commission. You must reapply, if you would like to be considered for another board or commission.

1. Commission on the Arts

2. \_\_\_\_\_

3. \_\_\_\_\_

SIGNATURE: Joanna Rodriguez DATE: 12/10/2025



Do you currently serve on a City board or commission? ☒ Yes ☐ No

If yes, which board or commission? Parks and Recreation

How long? 3 years

Do you have any relatives who work for the City of Seguin? ☐ Yes ☒ No

If so, please list \_\_\_\_\_

Do you receive any direct compensation or gain from the City of Seguin? ☐ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you receive any direct compensation or gain from any governmental body?

☐ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you or a family member (including spouse, parent, child, sibling or in-law) receive any direct compensation or gain from any business entity or contractor doing business with the City of Seguin? ☐ Yes ☒ No

If so, what type? \_\_\_\_\_

If selected by the Seguin City Council, on which boards/commission would you be willing to serve? Please be specific. This application will remain active for one-year, unless you are appointed to a board or commission. You must reapply, if you would like to be considered for another board or commission.

Any and all  
1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

SIGNATURE: Luz Gonzalez DATE: \_\_\_\_\_



It's real.

ADVISORY BOARDS & COMMISSIONS APPLICATION

Name: Tanisha Hearn

Street Address: [REDACTED]

City, State & Zip: Seguin, TX 78155

Phone Number: [REDACTED] Home [REDACTED] Business [REDACTED]

E-mail: [REDACTED]

Employer: Seguin ISD

Occupation: Communication Specialist

Business Address: [REDACTED], Seguin TX 78155

How long have you been a resident of Seguin? 30 years

Are you a qualified voter of the City? yes

Please give a brief resume, including education, past employment, any special background or qualifications you have for serving on this board/commission. Use attachments, if necessary.

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Please state why you wish to serve the City of Seguin as a member of a board, commission, or committee. Use attachments, if necessary.

I love Seguin and love to give back to  
the community I grew up in. I am excited  
about the future of Seguin.

Do you currently serve on a City board or commission? \_\_\_\_\_ Yes ☒ No

If yes, which board or commission? \_\_\_\_\_

How long? \_\_\_\_\_

Do you have any relatives who work for the City of Seguin? \_\_\_\_\_ Yes ☒ No

If so, please list \_\_\_\_\_

Do you receive any direct compensation or gain from the City of Seguin? \_\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you receive any direct compensation or gain from any governmental body?

\_\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you or a family member (including spouse, parent, child, sibling or in-law) receive any direct compensation or gain from any business entity or contractor doing business with the City of Seguin? \_\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

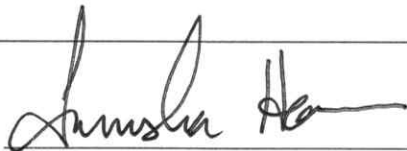
If selected by the Seguin City Council, on which boards/commission would you be willing to serve? Please be specific. This application will remain active for one-year, unless you are appointed to a board or commission. You must reapply, if you would like to be considered for another board or commission.

1. Public Library

2. Any others

3. \_\_\_\_\_

SIGNATURE: \_\_\_\_\_



DATE: \_\_\_\_\_

12/9/25

# Tanisha D. Hearn

Seguin, Texas 78155

## PROFILE

I am an experienced, dynamic, and technologically savvy communicator and graphic artist with a proven track record of crafting communication messaging and captivating graphic designs and illustrations across diverse media platforms. I am proficient in enhancing visual communication by creating literature, posters, brochures, signage, multimedia presentations, and print/online advertising. I have excelled at curating engaging monthly print and digital newsletters, leading with a holistic approach to communication and engagement. Furthermore, I possess extensive experience in social media management, leveraging my expertise in content creation and utilizing analytics to optimize digital campaigns.

My strategic communication and public relations skills go beyond the visual realm, coupled with the ability to craft compelling narratives, manage crisis communication, build and maintain positive stakeholder relationships, and manage teams to develop complex communication campaigns. Whether developing communication plans, handling media relations, or spearheading integrated campaigns, I bring a strategic mindset to convey messages and enhance brand reputation effectively.

With a proven track record of combining artistic creativity with strategic communication acumen, I am well-prepared to contribute to projects that require visually impactful designs and a keen understanding of communication strategy and public relations. Looking forward to leveraging my skills to drive success and exceed expectations in a dynamic and collaborative professional environment.

## EXPERIENCE

### COMMUNICATION SPECIALIST

**2018-CURRENT**

*SEGUIN INDEPENDENT SCHOOL DISTRICT, SEGUIN, TEXAS*

As a Communication and Social Media Specialist for Seguin ISD, my responsibilities encompass a wide range of tasks to enhance the district's public image, engagement with the community, and communication efforts. These duties include:

**Social Media Strategy:** Developing and implementing a comprehensive social media strategy to effectively reach and engage with the district's target audience, including parents, students, staff, and the broader community.

**Content Creation:** Creating engaging and relevant content for various social media platforms, including Facebook, Twitter, Instagram, and LinkedIn. This content includes posts, videos, graphics, and stories.

**Community Engagement:** Monitoring social media channels for comments, messages, and mentions and responding promptly to inquiries, concerns, and feedback from the community.

Content Calendar: Developing and maintaining a content calendar to ensure a consistent posting schedule that aligns with key events, announcements, and school district initiatives.

Crisis Communication: Contributing to developing crisis communication plans and protocols for addressing and managing sensitive issues or emergencies that may arise within the district.

Email Marketing: Creating and managing email marketing campaigns to distribute important district updates, newsletters, and event invitations to stakeholders.

Media Relations: Cultivating relationships with local media outlets and coordinating media coverage of district events and achievements.

Analytics and Reporting: I utilize analytics tools to track social media engagement, website traffic, and email campaign performance and provide regular reports to evaluate the effectiveness of communication efforts.

Graphic Design and Multimedia: Collaborating with graphic artists and multimedia specialists to create visually compelling and informative content.

Internal Communication: Ensuring effective communication within the district by coordinating internal newsletters, updates, and announcements for staff and faculty.

Public Relations: Promoting the district's accomplishments, initiatives, and success stories to the public through press releases, articles, and other media.

Event Promotion: Developing promotional materials and strategies to maximize attendance and participation in district events, meetings, and workshops.

Budget Management: Effectively managing the communication budget, including allocating resources for advertising, promotions, and tools/software necessary for communication efforts.

Policy Adherence: Ensuring compliance with district policies and guidelines related to communication, including privacy and data protection regulations.

Professional Development: Staying updated with the latest trends and best practices in communication and social media management and providing training or guidance to staff as needed.

I played a critical role in shaping the school district's image and maintaining open lines of communication with stakeholders, ultimately contributing to the district's success and positive reputation in the community.

## **LEADERSHIP AND COORDINATION**

- Supervised and led a team of 25 campus liaisons managing social media platforms.
- Conducted monthly team meetings to discuss strategy, share best practices, and foster a collaborative environment.
- Provided ongoing training sessions to enhance the team's skills and keep them abreast of the latest trends and tools in social media communication.

- Developed and implemented effective communication strategies to broaden the reach of campus liaisons, ensuring consistent and engaging content across all platforms.
- Fostered a positive and inclusive team culture, encouraging creativity and initiative among team members.
- Monitored key performance indicators (KPIs) and implemented data-driven improvements to optimize social media performance.
- Collaborated with stakeholders to align social media efforts with organizational goals and objectives.
- Successfully increased engagement metrics by 230.68% during the tenure, contributing to enhanced communication with various stakeholders.

## **ACHIEVEMENTS**

- Spearheaded the implementation of new social media strategies, resulting in a 76% increase in overall audience reach on school campuses.
- Recognized for outstanding leadership by the Texas School Public Relations Association
- Invited to teach a session at the National School Public Relations Association annual conference winning the social media games and implementing communication changes in a school district
- Facilitated the successful execution of several high-impact social media campaigns, increasing visibility and positive brand perception.

### **HALL MONITOR / SPECIAL SERVICES / SPED CLASSROOM AIDE 2012-2018** *SEGUIN HIGH SCHOOL, SEGUIN TEXAS*

Enforced school regulations, supported disciplinary measures, conducted video investigations, located students who were not in class, managed in-school suspension procedures, oversaw security tasks, and performed other responsibilities assigned by the principal and associate principal.

Dutifully enforced school regulations created educational materials and classroom exhibits, developed comprehensive lesson plans, delivered instruction in social skills to student groups, and thoughtfully chose learning resources.

### **VIDEO AND GRAPHIC SPECIALIST 1999-2010** *FORT BEND ISD, SUGAR LAND, TEXAS*

As a Graphic Artist in the public school communication office, I served in a pivotal role in the enhancement of visual communication and promoted the school district's objectives. My duties included:

Graphic Design involves developing visually appealing and informative designs for a wide range of communication materials. This encompassed designing flyers, brochures, banners, newsletters, and other printed and digital materials.

Branding and Identity: Consistency in branding and adherence to the school district's visual identity guidelines to ensure a cohesive and professional image across all materials.

Multimedia Content: Created engaging multimedia content, such as videos, infographics, and animations, to effectively convey important messages and updates to various stakeholders.



**Collaboration:** Collaborated with communication professionals, educators, and administrators to conceptualize and execute creative projects that align with the district's goals and objectives.

**Print Production:** Served as manager of the production process, including selecting print vendors, reviewing proofs, and ensuring the timely delivery of high-quality printed materials.

**Photography and Image Editing:** Captured and edited photographs to visually document events, activities, and achievements within the school district.

**Visual Communication Strategy:** Assisted in developing visual communication strategies to convey key messages and maintain a positive public image effectively.

**Digital Asset Management** involves organizing and maintaining a digital library of graphics, photos, and other assets for easy access and reuse.

**Adherence to Policies:** Ensured compliance with copyright laws and school district policies in all creative work.

**Adaptability:** Stayed current with rapidly changing design trends, software, and technology for continuously delivering high-quality and effective visual materials.

**Project Management:** Managed multiple projects simultaneously, met deadlines, and effectively communicated progress with team members and stakeholders.

In this role, I played a vital part in shaping the public perception of the school district by creating visually appealing and informative materials that effectively conveyed its mission, achievements, and initiatives.

## **EDUCATION**

**Liberty University**–2022-Current  
Lynchburg, Virginia – Doctor of Philosophy - Ph.D.

**Liberty University**–2021 Graduate  
Lynchburg, Virginia – Master of Arts - MA

**University of the People**– 2020 Graduate  
Pasadena, California – Bachelor of Business Administration - BBA

**Art Institute of Houston**– 1999 Graduate  
Houston, Texas — Associates of Arts and Sciences/ Video Production/Multimedia

## **S K I L L S**

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat Professional)
- Microsoft Office Suite (Word, PowerPoint, Excel)
- Skilled in QuarkXPress, Macromedia FreeHand, Final Cut Express, Adobe Premiere
- Competent in various Apple software products
- Expertise in preparing diverse materials for reproduction, including drawings, graphs,

- diagrams, and sketches for reports, manuals, handbooks, and displays
- Experienced in editing and formatting printed reports, including cover design
- Capable of creating camera-ready artwork
- Creative headline generation for bulletins and reports
- Data visualization and illustrative material design from statistical data
- Proficient in producing artwork for instructional and marketing materials
- Coordination of special events
- Video monitoring and technical troubleshooting
- Social Media Strategy Development: Crafting effective social media strategies aligned with organizational goals and target audience engagement.
- Content Creation and Curation: Creating engaging, relevant, and visually appealing content for various social media platforms.
- Community Engagement: Building and nurturing online communities through active interaction, responding to comments, and fostering discussions.
- Social Media Analytics: Utilizing analytics tools to track and analyze key performance metrics, such as reach, engagement, and conversion rates.
- Social Media Advertising: Planning and executing paid social media campaigns to expand reach and drive desired actions.
- Platform Expertise: Proficiency in managing and optimizing content on major social media platforms, including Facebook, Twitter, Instagram, LinkedIn, and TikTok.
- Content Scheduling: Using social media management tools to schedule posts for optimal timing and consistency.
- Trend Analysis: Staying up-to-date with social media trends, algorithm changes, and emerging platforms to adapt strategies accordingly.
- Crisis Management: Developing and implementing crisis communication plans for handling negative situations on social media professionally and effectively.
- Brand Consistency: Ensuring a cohesive brand identity and voice across all social media channels.
- Influencer Collaboration: Identifying and collaborating with influencers or brand advocates to expand the organization's reach and credibility.
- User-Generated Content: Encouraging and curating user-generated content to build community trust and authenticity.
- A/B Testing: Conducting experiments and A/B testing to refine content and advertising strategies for better results.
- Social Media Policy Compliance: Adhering to legal and ethical guidelines in social media activities, including data privacy and copyright laws.
- Customer Service: Providing timely and helpful responses to inquiries and concerns from social media users.
- Reporting and Insights: Generating reports and insights to inform decision-making and adjust social media strategies for improved performance.
- Cross-functional collaboration: Collaborating with marketing, PR, and other departments to align social media efforts with broader communication and business objectives.
- Crisis Communication: Developing and implementing crisis communication plans for handling negative situations on social media professionally and effectively.

## **SPECIAL ACKNOWLEDGMENTS**

**SEGUIN ISD RACIAL EQUITY COMMITTEE - 2021-CURRENT**  
*SEGUIN ISD, SEGUIN, TEXAS*

**SEGUIN PUBLIC LIBRARY ADVISORY BOARD - 2021-CURRENT**  
*CITY OF SEGUIN, SEGUIN, TEXAS*

**DIAMONDS IN THE ROUGH MENTORSHIP PROGRAM - 2005-2012, Co-Founder**

**TEXAS SCHOOL PUBLIC RELATIONS ASSOCIATION - 2000-PRESENT**  
Multiple Gold STAR Awards for school publications, designs, and photographs

**NATIONAL SCHOOL PUBLIC RELATIONS ASSOCIATION - 2023 Speaker**

**NAMED SCHOOL PR SUPER HERO - 2022, #SocialSchool4EDU**

**TECHNOLOGY AND MEDIA COMMITTEE - 2024, Wesley-Harper United Methodist Church**

**COMMUNICATIONS DIRECTOR - 2024, St John United Methodist Church**

## **REFERENCES**

**DR. MATTHEW GUTIERREZ**  
Deputy Superintendent of Learning & Innovation  
Leander ISD

[REDACTED]

**SHAWN HOFFMAN**  
3307 Buckhaven Dr.  
San Antonio, TX 78230

[REDACTED]

**SHANTILL VANN**  
New Teacher Support Specialist

[REDACTED]

**JILL NASH**  
Director of Community Outreach/Seguin Education Foundation  
Seguin ISD

[REDACTED]

**DR. CRISTOBAL SALDANA**  
Seguin High School Associate Principal

[REDACTED]

**KERYN MILES**

Fort Bend ISD Communication Coordinator (retired)

[REDACTED]

**REV. LEE MARTIN**

St John United Baptist Church, Pastor

[REDACTED]



It's real.

ADVISORY BOARDS & COMMISSIONS APPLICATION

Name: TRACY L. DAVIS

Street Address: [REDACTED]

City, State & Zip: Seguin, TX. 78155

Phone Number: [REDACTED] Home [REDACTED] Business [REDACTED]

E-mail: [REDACTED]

Employer: CVS HEALTH

Occupation: Prescription Benefit manager

Business Address: Home

How long have you been a resident of Seguin? 6 years

Are you a qualified voter of the City? yes

Please give a brief resume, including education, past employment, any special background or qualifications you have for serving on this board/commission. Use attachments, if necessary.

I have been involved with animal  
welfare and rescue for over 15  
years.

Please state why you wish to serve the City of Seguin as a member of a board, commission, or committee. Use attachments, if necessary.

I would like to get more  
involved in my community.

Do you currently serve on a City board or commission? \_\_\_\_\_ Yes ☒ No

If yes, which board or commission? \_\_\_\_\_

How long? \_\_\_\_\_

Do you have any relatives who work for the City of Seguin? \_\_\_\_\_ Yes ☒ No

If so, please list \_\_\_\_\_

Do you receive any direct compensation or gain from the City of Seguin? \_\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you receive any direct compensation or gain from any governmental body?

\_\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

Do you or a family member (including spouse, parent, child, sibling or in-law) receive any direct compensation or gain from any business entity or contractor doing business with the City of Seguin? \_\_\_\_\_ Yes ☒ No

If so, what type? \_\_\_\_\_

If selected by the Seguin City Council, on which boards/commission would you be willing to serve? Please be specific. This application will remain active for one-year, unless you are appointed to a board or commission. You must reapply, if you would like to be considered for another board or commission.

1. Animal Care Services

2. \_\_\_\_\_

3. \_\_\_\_\_

SIGNATURE: Tracy L. Davis DATE: 11-20-25



**It's real.**

**ADVISORY BOARDS & COMMISSIONS APPLICATION**

Name: William Kelly

Street Address: [REDACTED]

City, State & Zip: Seguin, Tx 78155

Phone Number: [REDACTED] Home        Business       

E-mail: [REDACTED]

Employer: Retired

Occupation:       

Business Address:       

How long have you been a resident of Seguin? 12 years

Are you a qualified voter of the City? yes

Please give a brief resume, including education, past employment, any special background or qualifications you have for serving on this board/commission. Use attachments, if necessary.

already served one term, retired Registered Nurse,  
retired military

Please state why you wish to serve the City of Seguin as a member of a board, commission, or committee. Use attachments, if necessary.

love the City and like to keep up with what  
the City is doing.

Do you currently serve on a City board or commission? ~~Yes~~ ☒ No

If yes, which board or commission? N/A

How long? N/A

Do you have any relatives who work for the City of Seguin? ☐ Yes ☒ No

If so, please list N/A

Do you receive any direct compensation or gain from the City of Seguin? ☐ Yes ☒ No

If so, what type? N/A

Do you receive any direct compensation or gain from any governmental body?

☐ Yes ☒ No

If so, what type? NA

Do you or a family member (including spouse, parent, child, sibling or in-law) receive any direct compensation or gain from any business entity or contractor doing business with the City of Seguin? ☐ Yes ☒ No

If so, what type? NA

If selected by the Seguin City Council, on which boards/commission would you be willing to serve? Please be specific. This application will remain active for one-year, unless you are appointed to a board or commission. You must reapply, if you would like to be considered for another board or commission.

1. ZBA

2. \_\_\_\_\_

3. \_\_\_\_\_

SIGNATURE: Bill Kelly DATE: 12/8/25