

CAMILLA A. MONTOYA, M.S., M.B.A.
CURRICULUM VITAE

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ACADEMIC AND PROFESSIONAL INTERESTS

Marketing, Brand, Research Methods, Focus Group, Management, Leadership, Cultural Intelligence, Business Communication, Workplace Issues, Conflict Management

CLIFTONSTRENGTHS

Strategic | Relator | Deliberative | Intellection | Discipline

EDUCATION

2024	Master of Business Administration Our Lady of the Lake University
2015	Master of Science in Organizational Leadership Our Lady of the Lake University
1999	Bachelor of Arts, Visual Arts and Design Brigham Young University

PROFESSIONAL TRAINING

2020	Basic Mediation
2016	Quality Matters: Independent Applying the QM Rubric (APPQMR)

TEACHING AND CLASSROOM EXPERIENCE

Fall 2025 <i>full time</i>	Texas A&M – San Antonio, TX Principles of Marketing, in classroom and online
Fall 2022 –Spring 2025 <i>part time, multiple sections</i>	St. Mary's University – San Antonio, TX Principles of Business II, in classroom

Fall 2021 – Fall 2023
(Fall semesters)
part time, multiple sections

Texas A&M – San Antonio, TX
First-Year Seminar, in classroom

Fall 2016 – Fall 2018
(Fall semesters)
part time

Our Lady of the Lake University, La Feria, TX
Research Methods for Social Work, in classroom

Summer 2018

University of Texas Rio Grande Valley, Brazil
Study Abroad Cross-Cultural Psychology

Fall 2016 – Spring 2018
full time

University of Texas Rio Grande Valley, Brownsville, TX
Gender Studies in Psychology, online
Research Methods for Psychology, online and in classroom
Cross-Cultural Psychology, in classroom
Industrial/Organizational Psychology, in classroom

Fall 2015 – Spring 2016
part time

University of Texas Rio Grande Valley, Brownsville, TX
Research Methods for Psychology, online

2015-2018
volunteer

The Church of Jesus Christ of Latter-Day Saints
Church Educational System, Brownsville, TX
Daily Seminary Course Youth Instructor, in classroom

Summer 2015
part time

Leadership Empowerment Group, Mercedes, TX
Portuguese instructor, in classroom

Fall 2011
volunteer

University of Texas at Brownsville, Brownsville, TX
University College Course Co-instructor, in classroom

Spring-Summer 2000
full time

Polidiomas, São Paulo, Brazil
Language instructor (English, Portuguese, French and Spanish)

Fall 1997-Fall 1999
part time

Brigham Young University, Provo, UT
Teaching assistant/Portuguese lab instructor

PUBLICATIONS

Edited Volume Book

Montoya, C. A. (Ed.) (2018). *Silencing Gender, Age, Ethnicity and Cultural Biases in Leadership*. Lanham, MD: Hamilton Books.

Book Chapter

Montoya, C. A. (2018). Compliance or Ambition: Challenging Cultural Norms in Search of Personal Fulfillment. *Silencing Gender, Age, Ethnicity and Cultural Biases in Leadership*. Lanham, MD: Hamilton Books.

Peer-Reviewed Articles

Montoya, C. A. (2016). Overcoming Impediments: The Influence of Culture and Gender As Obstacles and Catalysts in Leadership Development. *Journal of Leadership and Management*. 1(7-8), 41-46.

Montoya, C. A., & Montoya, J. (2015). Cultural awareness in leadership strategy and marketing: Applying Hofstede's basic dilemmas to Brazil. *Journal of Leadership and Management*. 1(3), 13-20.

Blog Entry

Montoya, C. A. (2018, August 1). Cultural expectations as adversity. Message posted to <https://bycommonconsent.com/2018/08/01/cultural-expectations-as-adversity/#comment-405226>

PRESENTATIONS

Guest Speaker

Montoya, C. A. (2025, October). *Lessons from a Marketing Manager*. Scheduled for presentation at St. Mary's University Greehey School of Business, San Antonio, TX.

Academic Conferences

Halliday, C., Montoya, J. A., & Montoya, C. A. (2022, June). *Personnel Selection in Spanish-Speaking Countries*. Seminar presented at Business Association of Latin American Studies 2022 Annual Conference, online.

Montoya, C. A., Smetter, W., & Burkott, M. (2016, October). *UTRGV Mathematics and Science Academy: A Hybrid Model of Excellence*. Seminar presented at Hispanic Association of Colleges and Universities 2016 Conference, San Antonio, TX.

Panel

Montoya, C. A., Montoya, F. A., & Lopez, I. (2025, March). *Silencing Biases in Leadership Panel Discussion*. Panel presented at St. Mary's University, San Antonio, Texas.

Montoya, C. A. & Gergen, E. (2021, November). *Silencing Biases in Leadership: Book Presentation and Discussion Panel*. Panel presented at San Antonio Public Library, online.

Montoya, C. A., Montoya, F. A., & Gergen, E. (2021, March). *Women's Panel: Latina Leadership Experience*. Panel presented at James Madison University, online.

Halliday, C., Montoya, J. A., & Montoya, C. A. (2020, August). *Personnel Selection Bias in Spanish-speaking Latin American and Iberian Countries*. Panel presented at Academy of Management 2020 Annual Conference, online.

Montoya, C. A. & Gergen, E. (2019, February). *Silencing Gender, Age, Ethnicity and Cultural Biases in Leadership Book Discussion*. Panel presented at Our Lady of the Lake University, San Antonio, Texas.

Garcia, J. V., Stoves, D., Wittenburg, J., & Montoya, C. A. (2017, November). *Sexual Harassment Discussion*. Panel presented at University of Texas Rio Grande Valley, Brownsville, Texas.

Professional

Montoya, C. A. (2015, March). *Higher Education Marketing and Recruitment: Awareness Counts*. Training presented at Quality Training Seminar, Mexico City, Mexico.

Podcast Interview

Lefort, J. (Executive Producer). (2022, January 12). Integrating a Culturally Sensitive Approach to Your Life with Camilla A. Montoya (No. 20) [Audio podcast episode]. In *As Diverse As Two Peas In A Pod*.

FIELD EXPERIENCE

Aug. 2025 – present

Marketing Consulting

Provided marketing consultation services, offering expertise in areas such as marketing strategy development, review of marketing materials, and additional advisory support as mutually agreed.

- **City of Austin – Development Services Dept., Austin, TX**
- **New Leaf Mental Health PLLC, Brownsville, TX**
- **Camp6 USA, San Antonio, TX**

Oct. 2024 – Apr. 2025

WeGood? System, Inc.

Director

Implemented digital marketing and social media promotion strategies, including targeted LinkedIn outreach, which tripled engagement on the organization's pages. Developed and launched a digital marketing and promotional campaign for a StartEngine crowdfunding initiative, while overseeing brand identity elements such as logos, colors, and fonts to ensure consistency and integrity. Created brand-focused templates for both digital and print initiatives and developed messaging content tailored to different audiences. Contributed to product development by assessing the app's UI/UX design and providing usability feedback to the CEO, as well as revising website content for clarity and effectiveness. Produced an elevator pitch for the product and company, crafted scripts for email and phone sales outreach, and designed a compelling sales pitch presentation. Actively participated in sales meetings with new and returning customers, gathered client feedback to inform leadership decisions, and assisted in designing a focus group questionnaire to support market research efforts. Collaborated with COO on areas such as pricing models, budget projections, and sales. Managed new-user implementation process and oversaw customer support.

Sept. 2020 – Mar. 2025

Self Designer

Sept. 2020 – Apr. 2022

Self Options Trader

Aug. 2014 – Aug. 2016

**UTRGV Mathematics & Science Academy, Brownsville, TX
Marketing Coordinator**

Oversaw recruitment efforts and presentations for MSA, an award-winning high school program for students gifted in math and science, where students take all classes from university faculty with regular UTRGV students. Streamlined student application process and increased enrollment by 10%. Developed and implemented a robust marketing plan. Created MSA's architecture and content for the new website. Developed the first MSA study abroad program and accompanied a group of students in Italy (May 2016). Assisted with expansion of the MSA program onto a second university campus in Edinburg, Texas.

Sept. 2012 – Sept. 2014

**University of Texas at Brownsville, Brownsville, TX
Director of Marketing**

Rebranded the university as a solo institution, as it finalized the end of a 20-year partnership with the community college. The campaign was successful in attracting 1,100 students over the projected student count. Developed and implemented robust marketing, branding and recruitment campaigns for the university as a whole, as well as for individual departments. Oversaw day-to-day operations with the advertising agency, planned biannual recruitment campaigns and overall branding campaigns. Analyzed ROI and shifted future campaigns based on data. Co-chaired UT Brownsville/UT Pan-American merger committee for Institutional Advancement, facilitating discussions and overseeing the final report. Chaired the university's Integrated Marketing Committee, composed of 20 members, including deans and several directors; cultivated members, running very successful and well-attended meetings with the purpose of promoting interdepartmental communication regarding marketing efforts and initiatives, avoiding silos and/or duplication of efforts. Oversaw official social media for the university, analyzing response data monthly, and implementing communication and recruitment initiatives. Created training opportunities for staff during a time of low travel budget to allow for staff to continue growing professionally. Developed and launched a monthly "Alumni

Profile” feature in conjunction with the Alumni Relations Officer. The project attained high numbers of click-throughs when highlighted on utb.edu homepage.

May 2009 – Sept. 2012

University of Texas at Brownsville, Brownsville, TX
Assistant Director of Creative Services

Creative directed hundreds of creative projects and marketing collateral, unifying the overall look-and-feel of institutional pieces, which strengthened the UTB brand through image recognition. Managed the marketing and production schedule with the contracted advertising agency through a turbulent period of institutional transition and rebranding. Served in several university committees. Gave lectures as a guest speaker.

Nov. 2005 – May 2009

University of Texas at Brownsville, Brownsville, TX
Senior Graphic Designer

Participated in university-wide marketing planning, designed and art-directed several university promotional materials

Feb. 2005 – Sept. 2005

Utah Valley University, Orem, UT
Graphic Designer

Designed several different creative projects

Sept. 2000 – Dec. 2004

Provo Craft, Spanish Fork, UT
Graphic Designer

Designed and assisted with the production management of several projects

Jan. 2000 – Aug. 2000

Polidiomas, São Paulo, SP, Brazil
Language Instructor

Developed a brand new English phonetics course, and taught English, French, Spanish and Portuguese to beginner, intermediate, and advanced students at multinational corporations

Apr. 1999 – Aug. 1999

Interactive Color, Inc., Glendale, CA
Intern

Created documents, forms, and advertisement layouts, and was involved with typesetting, press checks, sales and surveys

Sept. 1997 – Dec. 1999 **Brigham Young University, Provo, UT**
Portuguese Lab Instructor
Developed content and taught Portuguese lab courses to beginner students. Classes included grammar review, conversation, pronunciation, regional accents, culture, etc.

ADVISORY BOARD MEMBERSHIP

2025 **Light the World Giving Machine Local Board, San Antonio, TX**
Support and guide marketing and communication efforts for major initiatives, including the charity-focused kickoff luncheon, the Light the World Giving Machine launch event, and ongoing promotion and community engagement throughout the three-week giving period.

CURRICULUM AND COURSE DEVELOPMENT

2025 **Principles of Marketing (revised and updated)**
St. Mary's University, San Antonio, TX

2023-2025 **Principles of Business II (revised and updated)**
St. Mary's University, San Antonio, TX

2018 **Study Abroad Cross-Cultural Psychology**
University of Texas Rio Grande Valley, Brownsville, TX

2017 **Cross-Cultural Psychology**
Industrial/Organizational Psychology
Research Methods for Psychology
University of Texas Rio Grande Valley, Brownsville, TX

2015 **Beginner Portuguese**
Leadership Empowerment Group, Mercedes, TX

2000 **English Phonetics for Telemarketers Course**
Polidiomas, São Paulo, SP, Brazil

1997-1999 **Supplemental Beginner Portuguese Content**
Brigham Young University, Provo, UT

AWARDS

2024	Outstanding Faculty in Teaching Award, St. Mary's University
2023	Outstanding Faculty in Teaching Award, St. Mary's University
2017	Student Belonging Award, UTRGV Accessibility Services
2014	Glo-bus Business Strategy Winner (over 3,000 competitors)
2011	Staff Exceptional Merit award, UT Brownsville
2009	Staff Exceptional Merit award, UT Brownsville
2008	UCDA conference scholarship (performance- and goals-based)
2007	Staff Exceptional Merit award, UT Brownsville

EDITORIAL EXPERIENCE

Blind Reviewer

2018	<i>Annals of Social Sciences & Management Studies (ASM) Journal</i>
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PROFESSIONAL MEMBERSHIP

2015-2017	College Board
2015-2016	University and College Designers Association (UCDA)
2007-2016	Council for Advancement and Support of Education (CASE)
2005-2010	University and College Designers Association (UCDA)

PROFESSIONAL DEVELOPMENT

2025	Teaching with AI, Dr. José Antonio Bowen Workshop
2018	UTRGV Center for Online Learning and Teaching Technology – Teaching Large Online Courses
2015	College Board Forum
2015	University and College Designers Association Conference
2015	Council for Advancement and Support of Education Conference
2015	College Board <i>Prepare</i> Conference
2014	Grant Writing USA Workshop

2014	Council for Advancement and Support of Education South Padre Island Mini Conference
2013	Noel-Levitz Higher Education Conference
2012	The University of Texas System Advancement Seminar
2011	Council for Advancement and Support of Education South Padre Island Mini Conference
2010-2011	UT Brownsville Leadership Education and Development for Staff (LEADS)
2008	University and College Designers Association Conference
2007	University and College Designers Association Conference
2007	Council for Advancement and Support of Education Conference
2006-2007	Management Training Program
2006	University and College Designers Association Conference

COMMITTEES

University Committees

St. Mary's University

Mar. 2025	President's Ambassadors Interview Committee Participated in the selection process for the new class of President's Ambassadors Program students
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UT Rio Grande Valley

Feb. 2015-May 2015	Dean of Science Search Committee Participated in the selection process for the new Dean of Sciences
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UT Brownsville

Oct. 2014-Aug. 2015	International Advisory Committee Reviewed and approved international travel associated with the university
Sept. 2012-Sept. 2014	Integrated Marketing Committee Chaired 20-member committee, promoting interdepartmental communication

Nov. 2013-May 2014	Institutional Advancement UTB-UTPA Merger Committee Co-chaired working group, facilitating discussions and overseeing the final report
Oct. 2008-May 2014	Commencement Planning Committee Assisted with planning, promotion and publications for bi-annual commencement events
May 2012-Sept. 2013	myEdu.com Implementation Committee Developed a marketing plan for myEdu promotion at UTB, which was adopted by other UT System universities due to high success
Dec. 2011-Aug. 2013	Welcome Week Committee Assisted with the development and promotion of Welcome Week, the university's major student life event series
Nov. 2011-Aug. 2013	Mascot Search Committee Participated in selection and engaged stakeholders in UTB's new mascot search, as the university became an independent institution
Sept. 2008-Oct. 2011	Distinguished Lecture Series (DLS) Committee Assisted with event planning and promotion of DLS, the university's major annual fundraising event
May 2009-Jun. 2011	Homecoming Committee Developed and implemented promotion of celebrations, including UTB's first-ever homecoming festivities
Feb. 2010-May 2011	Project 100% Committee Assisted in promoting voting awareness through several initiatives, including hosting the first-ever candidate forum on campus
Mar. 2010-Jun. 2010	University Photographer Search Committee Chaired committee and selection process of university photographer
Jun. 2009-Aug. 2009	Senior Editor Search Committee Chaired committee and selection process of senior editor

Community Committees

2014	INPG Foundation Executive Committee Established partnership between INPG Business School in São Paulo, Brazil and UT Brownsville
Jun. 2014-May 2015	Brownsville Rebranding and Marketing Oversight Committee Assist with setting objectives and providing feedback in city's marketing and publicity efforts
Jul. 2014-Sept. 2014	SpaceX Announcement Marketing & Media Relations Committee Represented UT Brownsville in SpaceX community publicity led by the Brownsville Economic Development Council

MENTORSHIP

2016	UTRGV Engaged Scholarship & Learning, Madison Burkott
2013	UT Brownsville Marketing Internship, Maria Cisneros
2012	UT Brownsville Marketing and Design Internship, Adan Lozano
2010-2012	UT Brownsville Marketing and Design Internship, Mariana Hernandez

VOLUNTEERING AND COMMUNITY INVOLVEMENT

2022-present	Serve as the president of the Young Women's organization in my congregations of the LDS Church. Actively promote and manage the group's programs and activities through social media and group messaging outreach, ensuring strong engagement with weekly, monthly, and quarterly initiatives. Organize and oversee the annual fundraiser, surpassing the \$1,000 goal by raising \$1,700 each year. Mentor young women ages 11–18, teach lessons, plan and deliver weekly activities, and contribute to weekly leadership meetings.
2020	Served as researcher and contributor for Family Search
2015	Served as Seminary instructor to LDS Church 14-18-year-old

	youth, teaching daily early morning religion classes
2015	Presented at Gonzalez Elementary School Career Fair
2013	Presented at LDS Church Career and Education Symposium
2015	Presented at Garcia Middle School Career Fair
2011	Organized and facilitated meetings with Brazilian universities for possible exchange student agreements between University of Texas at Brownsville and universities in Brazil. Visited three universities in Brazil and met with administrators. One agreement was signed and another is in process.
2011	Judged a photography competition at IDEA Public Schools
2009-2010	Served as a counselor for youth girls (ages 12-18) in the LDS Church, where I was involved in teaching monthly classes, and organizing/participating in weekly youth activities.
2007-2009	Served as the president of the Children's Organization (Primary) in the LDS Church, where I was actively involved in teaching children (ages 3-12) once a month for a 2-hour block, supervising other teachers weekly, conducting Sunday meetings, organizing monthly presidency meetings, overseeing that boys ages 8-11 were participating in Cub Scouts, selecting teachers, managing the budget, developing and rehearsing a full one-hour yearly presentation, etc.
2008	Served as a member of the UCDA Task Force to raise money against campus violence.
2007	Volunteered as a Session Coordinator at the UCDA conference
2007	Volunteered at the City of Brownsville community cleanup
2000-2005	Designed wedding announcements for friends and took wedding photos pro bono

MEDIA CONTRIBUTIONS

Television

2017, November 30 KVEO: <http://bit.ly/2zE3hMd>
2016, January 22 KRGV: <http://bit.ly/20u7lcZ>

Newspaper

2018, May 29 *Jornal de Gramado*
2017, November 30 *Brownsville Herald*: <http://bit.ly/2BqTV75>
2016, April 25 *The Rider*: <http://bit.ly/1SHjIBa>

Other

2018, July 16 UTRGV: <https://bit.ly/2Ny0ivn>
2016, May 9 UTRGV: <http://bit.ly/1ObWvmk>
2016, January 13 UTRGV: <http://bit.ly/1Q0kXnM>
2015, September KVEO Online: <http://bit.ly/1NG21fx>

COMPUTER SKILLS

Canvas, Blackboard, Outlook, MS Word, MS PowerPoint, MS Excel, MS Teams, Zoom, Canva, Facebook, Instagram, Twitter, LinkedIn, Adobe Acrobat, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Digication, Flipgrid

LANGUAGES

Portuguese – native language

English – speak, read and write fluently

Spanish – speak, read and write competently

French – intermediate-advanced reading, basic-intermediate speaking and writing