

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

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| 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

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

TEACHING AND CLASSROOM EXPERIENCE

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| Fall 2025 – Spring 2026 <i>full time, multiple sections</i> | Texas A&M – San Antonio, TX Principles of Marketing, in classroom and online – Designed and designated as Experiential Learning courses |
| Fall 2025 <i>part time</i> | St. Mary's University – San Antonio, TX Principles of Marketing, in classroom |

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| 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) <i>part time, multiple sections</i> | Texas A&M – San Antonio, TX First-Year Seminar, in classroom |
| Fall 2016 – Fall 2018 (Fall semesters) <i>part time</i> | 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 <i>full time</i> | 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 <i>part time</i> | University of Texas Rio Grande Valley, Brownsville, TX Research Methods for Psychology, online |
| 2015-2018 <i>volunteer</i> | The Church of Jesus Christ of Latter-Day Saints Church Educational System, Brownsville, TX Daily Seminary Course Youth Instructor, in classroom |
| Summer 2015 <i>part time</i> | Leadership Empowerment Group, Mercedes, TX Portuguese instructor, in classroom |
| Fall 2011 <i>volunteer</i> | University of Texas at Brownsville, Brownsville, TX University College Course Co-instructor, in classroom |
| Spring-Summer 2000 <i>full time</i> | Polidiomas, São Paulo, Brazil Language instructor (English, Portuguese, French and Spanish) |
| Fall 1997-Fall 1999 <i>part time</i> | Brigham Young University, Provo, UT Teaching assistant/Portuguese lab instructor |

ADVISORY BOARD MEMBERSHIP

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| Aug. 2025 – present | 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 that precede and include the 3-week giving period. |
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FIELD EXPERIENCE

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| Aug. 2025 – present | Marketing Consulting Provide marketing consultation services, offering expertise in areas such as marketing strategy development, marketing plan development, review of marketing materials, promotional design, and additional advisory support as mutually agreed. |
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- **City of Austin – Development Services Dept., Austin, TX**
(Aug. 2025 – present)
- **New Leaf Mental Health PLLC, Brownsville, TX**
(Aug. 2025 – present)
Client's post was highlighted by LinkedIn as a "Top Perspective" on expert list, Oct. 17, 2025
- **Camp6 USA, San Antonio, TX**
(Aug. 2025 – present)
- **Estetik Xpress, Piedras Negras, Coahuila, Mexico**
(Oct. 2025 – present)

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| 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, |
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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

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| 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. |

PUBLICATIONS

Books

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

Book Chapters

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.

Journal 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.

Other Publications

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

PRESENTATIONS

Invited Talks

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

Invited Panels

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.

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.

Conference Presentations

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.

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., 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.

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*.

EDITORIAL EXPERIENCE

Blind Reviewer

2018 *Annals of Social Sciences & Management Studies (ASM) Journal*

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

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| 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

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| 2025 | Outstanding Faculty in Teaching Award, St. Mary's University |
| 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 |

PROFESSIONAL MEMBERSHIP

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| 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) |

PRACTICE-RELATED PROFESSIONAL DEVELOPMENT & PEDAGOGICAL TRAINING

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| 2025 | Digital Summit Dallas Conference (with Masterclass) |
| 2025 | Mental Health First Aid and Epilepsy First Aid Certifications |
| 2025 | Chronicle Festival 2025: Innovation Amid Uncertainty Conference |

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| 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

Texas A&M–San Antonio

Fall 2025-Spring 2026

AACSB Societal Impact Task Force

Responsibilities: Review AACSB Societal Impact standards, provide recommendations for curricular, research, and community alignment, and prepared an end-of-year report with proposals and committee documentation.

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| Fall 2025-Spring 2026 | Visiting Professor of Accounting Search Committee Participated in the interview and selection process |
| <i>St. Mary's University</i> | |
| Mar. 2025 | President's Ambassadors Interview Committee Participated in the selection process for the new class of President's Ambassadors Program students |
| <i>UT Rio Grande Valley</i> | |
| Feb. 2015-May 2015 | Dean of Science Search Committee Participated in the interview and selection process |
| <i>UT Brownsville</i> | |
| 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

PROFESSIONAL EDUCATION, BUSINESS TRAINING, AND MENTORSHIP

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| 2025 | Geekdom Startup Bootcamp Program |
| 2022 | High Quality Leadership Professional Education Workshop Development and Design: 1) Judgement and Decision Making; 2) Reaching Goals; 3) Positioning Yourself for Promotion; 4) Expanding Your Influence; 5) Serving Those you Lead; 6) Balancing Mind, Body, and Spirit; 7) Taking Ownership; and 8) Making the Right Choices for the Right Reasons; 9) Sales Pitch for Trainings |
| 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 |

SERVICE AND COMMUNITY INVOLVEMENT

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| 2022-2025 | President, Young Women Organization, San Antonio Local Unit Served as the president of the Young Women's organization in my congregations of the LDS Church. Actively promoted and managed the group's programs and activities through social media and group messaging outreach, ensuring strong engagement with weekly, monthly, and quarterly initiatives. Organized and oversaw the annual fundraiser, surpassing the \$1,000 goal by raising \$1,700 each year. Mentored young women ages 11–18, taught lessons, planned and delivered weekly activities, and contributed to weekly leadership meetings. |
| 2020-2025 | Researcher and contributor for Family Search |
| 2015-2019 | Seminary instructor Taught daily early morning religion classes to 14-18-year-old |

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2015 **Presenter**, School Career Fair at Gonzalez Elementary

2013 **Presenter**, LDS Church Career and Education Symposium

2015 **Presenter**, Garcia Middle School Career Fair

2011 **Liaison, Study Abroad Programs**
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 **Judge**, Photography competition at IDEA Public Schools

2007-2009 **President, Primary, Brownsville Local Unit**
Served as the president of the Children's Organization in the LDS Church, where I was actively involved in teaching children (ages 3-12) monthly for a 2-hour block, supervising 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 **Member of the UCDA Task Force**
Helped raise money against campus violence

2007 **Session Coordinator, UCDA Conference**

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/1SHjlBa>

Other

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| 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