

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 – 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

Fall 2022 – Spring 2025
part time, multiple sections

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

Polidionas, 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

ADVISORY BOARD MEMBERSHIP

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.

FIELD EXPERIENCE

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.

- **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)

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.

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

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

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

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

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

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
<i>Community Committees</i>	
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

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

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

youth

- 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/1SHj1Ba>

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