

Lorena “Lorraine” Pulido, Ph.D.

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Executive Summary

A dynamic, driven and accomplished bilingual marketing and communications executive. Experienced with creating strategic public engagement programs to meet the organization’s goals. Highly skilled in public and media relations, strategic marketing, advertising, employee communications, crisis and reputation management, government relations, digital communications, public engagement, partnership development, and community relations with a proven track record of effective team management and results-driven leadership. Communications professional with almost 30 years of experience in the non-profit, government, corporate, and education sectors.

Professional Experience

VIA METROPOLITAN TRANSIT

March 2015 – Present

Communications Manager/P.I.O.: Serve as the agency’s primary English and Spanish spokesperson for the media and the public. Provide media support to the President/CEO, executive management team, and Board trustees. Create and direct the writing, editing, and production of informational programs and materials for release to news media and for use by the agency, the public, and other target audiences. Help guide, develop, shape, plan and disseminate the agency’s messages to a variety of audiences using different approaches and media. Work closely with marketing, government and community relations, customer service and sales, and other departments to coordinate VIA’s larger communications efforts to a wide range of stakeholders. Enhance partnerships with various organizations with a shared vision, including the Martin Luther King Jr. Commission, the Cesar Chavez Foundation, school districts, colleges/universities, and others. Oversee major communications initiatives as part of the agency’s larger marketing efforts, including Advanced Rapid Transit (Green and Silver Lines) that is part of Keep SA Moving, VIA Link, and U-Pass, to ensure target publics are aware of our agency news.

HIGHER EDUCATION INSTITUTIONS

2000–2024

Communications Adjunct Faculty Member: Have taught at Texas A&M University – San Antonio for approximately eight years (public relations, social media PR, strategic PR, professional presentations). Have previously taught at the University of Texas at San Antonio (business communications, public relations), Our Lady of the Lake University (marketing, journalism, leadership), and Palo Alto College (public relations). Possess more than 24 years of higher education experience teaching communications, marketing, journalism, and business and leadership studies.

CITY OF SAN ANTONIO

Nov. 2010 – March 2015

» COMMUNICATIONS & PUBLIC AFFAIRS DEPARTMENT

May 2011 – March 2015

Public Relations Manager: Provided public relations expertise and marketing support to City Council, Mayor’s Office (three mayors), City Manager’s Office, and City departments, including serving as an interim Public Relations Manager for Pre-K 4 SA, and helping to create awareness of the Southside, Northside, Eastside, and Westside centers. Produced TVSA shows for various city departments. Wrote public relations/marketing plans. Conducted media relations and crisis communications. Oversaw Open Records Requests. Served as editor of the employee newsletter. Assisted with proposed budget publications and videos. Created the Annual Report. Led social media outreach efforts through Facebook, Twitter, Instagram, and YouTube. Ensured promotions on key website landing pages were strategic and timely. Supervised two paralegal aides, two public information officers, the City designer, and the City photographer.

» HEALTH DEPARTMENT (METROHEALTH)

Nov. 2010 – May 2011

Public Relations Manager: Provided marketing support for the City’s Communities Putting Prevention to Work (CPPW) grant to combat obesity in San Antonio. Led marketing and PR campaigns for the Health Department related to programs, initiatives, and events, including the anti-tobacco campaign and Project Worth (teen pregnancy prevention program). Conducted media training for senior administrative staff. Handled all crisis communications, including two TB cases. Maintained social media outreach. Coordinated press conferences for various initiatives, including campaign to remind parents to ensure their children were caught up on required vaccinations *before* the first day of school.

LPR STRATEGIC MARKETING & PUBLIC RELATIONS**2007 - 2010**

President and CEO: Founded an agency to provide marketing and public relations consulting services to clients, including the Adelante U.S. Education Leadership Fund; South San Antonio Chamber of Commerce; Spurs Sports & Entertainment; S.A. Hispanic Chamber of Commerce; St. Anthony Hotel; and the Salvation Army. In addition, served as subcontractor to several local PR and advertising agencies, and helped pitch new business.

GUADALUPE CULTURAL ARTS CENTER**2009-2010**

Director of Marketing and Public Relations: Developed and implemented public relations plans, including media outreach for CineFestival, the Tejano Conjunto Festival, art exhibits, plays and concerts, educational programs and fundraising

CITYVIEW (A HENRY CISNEROS COMMUNITIES VENTURE)**2006 – 2007**

Director of Marketing: Created and implemented the company's brand development, reputation management, stakeholder outreach, public relations, advertising, and promotions strategies. Oversaw the redesign of the company's website. Coordinated national, state, and local media outreach. Led all marketing efforts. Supervised four employees. Reported to CityView Chairman and former San Antonio Mayor/HUD Secretary Henry G. Cisneros, Ph.D.

EDGEWOOD INDEPENDENT SCHOOL DISTRICT**2004 - 2006**

Director of Communications and Public Relations: Served as the spokesperson for the District located in the heart of the Westside of San Antonio, and best known for the 1984 landmark lawsuit Edgewood ISD v. Kirby concerning public school finance. Created and implemented marketing, public relations, community relations, special events, and crisis communication plans. Coordinated "Platicas/Talks with the Superintendent," where parents could meet the Superintendent and provide input. Initiated the District's first-ever Employee Appreciation Picnic. Secured positive coverage for the school district from both English and Spanish media outlets. Contributed to the creation and implementation of the District's strategic plan. Conducted media training for the Superintendent's administrators and principals. Served as editor for the District's newspaper and newsletter. Supervised three departments: communications, community relations, and the print shop. Honored with the Public Relations Society of America – SA chapter "PR Professional of the Year" award for work accomplished during my tenure at Edgewood ISD, including the implementation of effective internal and external key messages during the closure of four elementary schools.

INHOUSE CONSULTING GROUP PUBLIC RELATIONS AGENCY**2003-2004**

Vice President of Public Relations: Oversaw major PR accounts, including National Latino Children's Institute, American CityVista, Northside ISD Bond Campaign, AT&T, El Chaparral Mexican Restaurant, Falcon Bank, and Blue Clover.

THE CARTEL GROUP MARKETING AND PUBLIC RELATIONS AGENCY**2002-2003**

Public Relations Supervisor: Directed the public relations for the U.S. Army account, focusing on the national top 10 U.S. Hispanic markets, including Dallas, New York City, Miami, Los Angeles, and San Antonio.

CREATIVE CIVILIZATION MARKETING & PUBLIC RELATIONS AGENCY**2001-2002**

Marketing Account Executive: Worked on campaigns for various clients, including Gonzaba Medical Group, Spurs, San Fernando Cathedral, Don't Mess with Texas, Texas Anti-Tobacco Campaign, *Express-News*, and Vara Chevrolet. Helped pitch and secure the national account for the American Heart Association.

GARCIA360 MARKETING AND PUBLIC RELATIONS AGENCY**2000-2001**

Public Relations Manager: Implemented campaigns for the Hispanic Scholarship Fund, American CityVista, and KB Home; and served as part of the team for the American Sunrise account.

HISPANIC ASSOCIATION OF COLLEGES & UNIVERSITIES (HACU)**1998-2000**

Director of Public Affairs: Served as spokesperson, editor of newsletter, wrote news releases, implemented public relations plans; wrote Annual Report, planned news events, and secured national and local media coverage.

UNIVERSITY HEALTH SYSTEM**1996-1998**

Public Relations Coordinator: Implemented public relations campaigns, including CareLink, NurseLink, Briscoe Children's Center, Texas Diabetes Institute, and SE Health Care Center; handled media relations and crisis comms

KSAT-TV (ABC AFFILIATE)	1996
<i>Associate Producer, temporary position:</i> Worked the 4 – 11 a.m. shift in preparing the daily news line-up, wrote scripts, researched news stories, and contacted public relations professionals with questions regarding news releases received	
KVDA-TV (TELEMUNDO AFFILIATE)	1995 - 1996
<i>Associate Producer:</i> Researched and wrote news stories in Spanish for the daily 5 p.m. newscast	
LA PRENSA BILINGUAL NEWSPAPER	1995-1996
<i>Reporter:</i> Covered general assignment stories in the community, including education, health, and business	
ABC-TV “PRIMETIME LIVE WITH DIANE SAWYER”	1995
<i>Production Intern:</i> Researched news story leads for possible coverage by the show’s reporters	
UNIVERSITY OF PENNSYLVANIA ADMISSIONS OFFICE	1992 – 1994
<i>Administrative Assistant:</i> Provided support for the transfer admissions officer; assisted applicants and their parents; and coordinated transfer admissions applications to ensure required documents were submitted for consideration	
UNIVERSITY OF PENNSYLVANIA WORK-STUDY PROGRAM	1988 – 1992
<ul style="list-style-type: none"> • Office of Public Relations – Wrote news releases and assisted with researching story ideas • <i>The Daily Pennsylvanian</i> – Worked in the advertising department and assisted with ad clips • <i>International Economic Review</i> – Assisted with correspondence to authors submitting articles • <i>Hispanic Review</i> – Maintained “Books Received” section and performed research 	1991 - 1992 1990 - 1991 1990 1988 - 1989

Education

- Our Lady of the Lake University, School of Business and Leadership Studies – Earned Ph.D.
- Columbia University, Graduate School of Journalism – Earned M.S.
- University of Pennsylvania – Earned B.A. in English and minor in Spanish

Community Involvement & Awards

- Alamo Colleges Board Trustee (elected), District 4, Dec. 2020-Present; and Secretary, 2022-2024
- Brooks Authority Board Member (appointed), District 4, 2018-Present; Chair, 2024-Present and Vice Chair, 2019-2023
- Cesar E. Chavez Legacy and Educational Foundation, Scholarship Fundraiser Gala, Co-Chair, 2024
- PRSA-SA Del Oro “Community Service” Award, 2024
- SA Hispanic Chamber Women’s Leadership Ignite Award, 2024
- San Antonio Women’s Hall of Fame Inductee - Public Service category – 2023
- PRSA-SA Del Oro “Public Relations Professional of the Year” Award - 2006
- Commencement Speaker for Our Lady of the Lake University – May 2023
- Texas A&M University – San Antonio, College of Arts & Sciences Excellence in Teaching Award – Adjunct Faculty - 2021
- Harlandale Independent School District (HISD) Hall of Fame Inductee – 2021
- South SA Chamber (South TX Business Partnership) - Southside First Economic Development Council, 2018 – 2020
- Public Relations Society of America -San Antonio, 2004 – Present; VP of Programs, 2020 – 2021; Secretary, 2021-2022
- San Antonio Association of Hispanic Journalists, 2003 – Present
- Society of Professional Journalists Gridiron Show Scholarship Fundraising Committee and Cast, 2014 – Present
- Latina Leadership Institute Steering Committee, 2017 – 2019
- Significant U Free Prom Dresses for High School Students Advisory Board, 2016 – Present
- SAY Si Youth Arts Member, 2006 – 2010; and Secretary 2007-2009
- Received more than 22 PRSA-SA Plata and Bronze Awards
- Graduate of Leadership San Antonio – LSA – Program of SA Hispanic and Greater SA Chambers, 2005
- Won Gold Addy Award from the San Antonio Advertising Federation for LPR logo, 2008
- Graduate of City South Leadership Academy –South Chamber (now South Texas Business Partnership), 2017