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**BAC-0529**

<b>Board Name</b>	Denver Commission on Cultural Affairs	<b>Status</b>	Selected
<b>Application Date</b>	1/9/2017	<b>Type</b>	Appointment
<b>Salutation</b>		<b>Preferred Email</b>	alvina@strategies360.com
<b>First Name</b>	Alvina	<b>Other Email</b>	
<b>Last Name</b>	Vasquez	<b>Preferred Phone</b>	303-881-3875
<b>Contact Name</b>	Alvina Vasquez	<b>Other Phone</b>	
<b>Middle Name</b>			

**Work and Home Address**

<b>Work Address</b>	1626 Wazee Street 200
<b>Work City</b>	Denver
<b>Work State</b>	CO
<b>Work Zip</b>	80202

<b>Home Address</b>	[REDACTED]
<b>Home City</b>	[REDACTED]
<b>Home State</b>	[REDACTED]
<b>Home Zip</b>	[REDACTED]

**Additional Information**

<b>Are you a registered voter?</b>	No	<b>Gender</b>	Female
<b>If so, what county?</b>		<b>Other Gender</b>	
<b>Denver City Council District No</b>	1	<b>Ethnicity</b>	Hispanic
<b>Occupation/Employer</b>	Strategies 360	<b>Other Ethnicity</b>	
		<b>Objection to appointment?</b>	
		<b>Special Information</b>	

**Reference Details**

<b>Reference Name #1</b>		<b>Reference Email #1</b>	
<b>Reference Phone #1</b>			
<b>Reference Name #2</b>		<b>Reference Email #2</b>	
<b>Reference Phone #2</b>			
<b>Reference Name #3</b>		<b>Reference Email #3</b>	
<b>Reference Phone #3</b>			

**Owner** Palani Jayachandran

**Created By** Palani Jayachandran, 1/9/2017 12:48 PM  
**Last Modified By** Kiran Nadackal, 8/23/2017 9:04 AM

**Board Members**

**Alvina Vasquez**

ALVINA M.VASQUEZ

(C) 303-881- 3875

ALVINA.M.VASQUEZ@GMAIL.COM

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Professional Experience

**Strategies 360**

Communications Director December 15th- Present

- Messaging development strategy for legislative initiatives
- Earned and paid media strategy for non-partisan campaign clients
- Training and development of third party validators for earned media stories
- Public relations strategy for clients
- Strong relationships with media and understanding of the logistics of the newsroom
- Pitched and placed with creative angles for balanced reporting on client issues
- Have a clear understanding of the dynamics in the newsroom leading to placement success for issues, spokespeople, and legislators
- Work closely with legislators on tested messages for legislative goals

**Campaign for a Strong Colorado**

Communications Director April 2, 2012- December 15th, 2014

- Develop talking points and shareable content based on tested messages for groups and legislators
- Identifying diverse stories of minorities and women and train to testify in legislative hearings
- Use unique media platforms and strategies to reach independent voters.
- Served as the media relation resource for all Latino Working Group ED's and brought unified messaging for all Latino Working Group organizations.
- Created messaging trainings for Roundtable Groups, Capital Fellows, Progressive Leaders and America Votes partners
- C4 activities include developing and execution of events for targeted legislators with strategic goals and audience based on tested messages

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Previous Work Experience

Denver's 7- Azteca America Colorado

Community Outreach Specialist April, 2003- April, 2012

CBS KCNC Channel 4

Floor Director, March, 2002- April, 2003

Excel Communication Radio TriColor/ Radio Romantica

Promotions Director, September 1999 – June 2000

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EDUCATION

Regis University

B.A. Communications

Regis University

Pursuing Masters in Non-Profit Management

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BOARDS

One Colorado

2014-Present

Edgewater Collective

May 2014- Present

Emerge Colorado

2012-2014