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### BAC-2638

<b>Board Name</b>	Denver Office of Strategic Partnerships	<b>Status</b>	In Process
<b>Salutation</b>		<b>Type</b>	Appointment
<b>First Name</b>	Leesly	<b>Preferred Email</b>	leesly.leon@denvergov.org
<b>Last Name</b>	Leon	<b>Other Email</b>	leongall@colorado.edu
<b>Contact Name</b>	Leesly Leon	<b>Preferred Phone</b>	3034782387
<b>Middle Name</b>		<b>Other Phone</b>	
<b>MMAC Trans. Mode Group</b>			

#### Work and Home Address

<b>Work Address</b>	201 W. Colfax Ave.	<b>Home Address</b>	[REDACTED]
<b>Work City</b>	Denver	<b>Home City</b>	[REDACTED]
<b>Work State</b>	CO	<b>Home State</b>	[REDACTED]
<b>Work Zip</b>	80202	<b>Home Zip</b>	[REDACTED]

#### Additional Information

<b>Are you a registered voter?</b>	Yes	<b>Gender</b>	Female
<b>If so, what county?</b>	Denver	<b>Other Gender</b>	
<b>Denver City Council District No</b>	9	<b>Race/Ethnicity</b>	Hispanic
<b>Occupation/Employer</b>	Director of Communications/North Denver Cornerstone Collaborative	<b>Other Ethnicity</b>	
		<b>Objection to appointment?</b>	No
		<b>Special Information</b>	

#### Reference Details

<b>Reference Name #1</b>	Jennifer Cadena	<b>Reference Email #1</b>	
<b>Reference Phone #1</b>	8329695942		
<b>Reference Name #2</b>	Yvonne Garcia	<b>Reference Email #2</b>	
<b>Reference Phone #2</b>	3038170092		
<b>Reference Name #3</b>	Stella Peterson	<b>Reference Email #3</b>	
<b>Reference Phone #3</b>	3035509338		
<b>Owner</b>	Denver Integration	<b>Created By</b>	Denver Integration, 10/9/2017 10:56 AM
		<b>Last Modified By</b>	Denver Integration, 10/19/2017 3:11 AM

#### Notes & Attachments

# LEESLY LEÓN

## PROFILE

Multilingual communications professional with more than 10 years of experience in the non-profit sector. Extensive work with diverse audiences and inclusivity initiatives. Proven organizational skills, public speaking abilities, and community partnership building.

## CORE COMPETENCIES

- Bilingual public relations and public information
- Community engagement
- Internal and external communications
- Relationship management
- Program development
- Non-profit organizations

## RELEVANT WORK EXPERIENCE

### North Denver Cornerstone Collaborative, City & County of Denver

*Communications Director*

**02/2017 – Present**

The North Denver Cornerstone Collaborative (NDCC) is an initiative of Mayor Michael B. Hancock comprising six major projects aimed to build a better, greener, and more connected north Denver. I lead the communications, marketing, and public engagement programs ensuring the timely delivery of accurate and transparent information about the NDCC.

- Manage the agency's communications including media relations, marketing, internal and external communications, community/neighborhood communications and all aspects of communications strategy and planning.
- Advise the executive director on communications strategies, and in partnership with the senior management team, help to develop goals and priorities for the NDCC.
- Work with diverse individuals and groups in the north Denver community to collaborate, share news and gather feedback about NDCC projects.
- Develop partnerships that enhance awareness, understanding and support for NDCC projects.

### Virtegitic Group – Denver, CO

*Public Information Coordinator/Specialist – Regional Transportation District (RTD) FasTracks*

**10/2015 – 01/2017**

The RTD FasTracks Program is a voter-approved, multi-billion plan to expand transit across the Denver metro region. My role is to coordinate public information efforts of program-level initiatives.

- In fulfilling the role of RTD's bilingual spokesperson, I provide all televised interviews and have developed strong relationships with the Hispanic media, which has provided us with ample coverage of our operations in 2016.
- As acting public information specialist for the North Metro Rail Line, I produce weekly reports detailing the status of the project, create presentations, and write project-specific articles.
- Collaborate with the digital content coordinator and subject-matter experts to develop relevant stories for our website and social media channels, as well as for internal communications. Maintain the website's Spanish language pages.
- Display a high-level of organization in helping the department with special projects, such as telephone town hall meetings with RTD directors, kick-off celebrations, media tours, public information officer briefings, and all internal events including the agency's annual all-hands meeting.
- Coordinate the agency's strategic participation in community events, such as Cinco de Mayo and the Rocky Mountain Toy Train Show to highlight our mission, the status of our projects, and our safety campaigns. Community engagement efforts also include presence at schools during parent teacher conferences and family nights.
- Work with the Citizens Advisory Committee including coordination of monthly work sessions and quarterly community meetings, distribution of materials, and other operational tasks.

### Mi Casa TalentSolutions, LLC – Denver, CO

*Relationship Manager*

**09/2014 – 07/2015**

Mi Casa TalentSolutions is a staffing agency and social enterprise initiative of Mi Casa Resource Center (MCRC) specializing in bilingual, multicultural talent. As the relationship manager I was responsible for recruiting and sourcing quality candidates, as well as developing and maintaining business relationships with corporate and community partners.

- Built from the ground up, in less than a year, a diverse pipeline of nearly 200 qualified candidates through extensive networking, direct sourcing, referrals, and other available resources.