



CITY AND COUNTY OF DENVER

PRIVILEGED AND CONFIDENTIAL WORK PRODUCT

Michael B. Hancock
Mayor

To: Mayor Michael B. Hancock
From: Romaine Pacheco, Director
Date: April 27, 2023

BOARD: Denver Asian American Pacific Islander Commission STAFF: Nydia Gomez

BACKGROUND:

Members – Up to 21
Terms – 2 Years
Confirmation – Yes

The Commission serves as a support liaison and facilitator between the community, HRCP and the Mayor's Office. The Commission also acts as a catalyst, educator, collective voice and responds to the issues and needs of the community. It also creates awareness and visibility to the community of the community at large.

RECOMMENDATION:

Chea Franz, Denver (F)(Asian) for a term expiring January 1, 2026.

ACTION NEEDED:



Appoint Franz

Please provide additional candidates to consider.



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BAC-8590

Contact Information

Contact Name	Chea Franz	Home Address	3535 Lowell Blvd.
Preferred Phone	720-220-4241	Home City	Denver
Preferred Email	chea.franz@gmail.com	Home State	CO
Other Phone		Home Zip	80211
Other Email		County	Denver
DOB		Hispanic or Latino origin or Descent?	No
SSN		Race/Ethnicity	Asian
Gender	Female	Other Ethnicity	
Other Gender		Salutation	Mrs.

Board Information

Board Name	Asian American Pacific Islander Commission	Other boards or commissions served	
Status	New	Resigned	
Term Start Date			
Term End Date			

Work Information

Employer	Indie Creative Co.	Work Address	3535 Lowell Blvd.
Position	Founder	Work City	Denver
Business Phone #	720-220-4241	Work State	CO
Work Email	chea@indiecreativeco.com	Work Zip	80211

Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Denver	Special Information	
Denver City Council District No	1		

Education and General Qualifications

Name of High School	Standley Lake High School	Name of Graduate School	
Location of High School	Westminster	Location of Graduate School	
# of Years Attended High school	4	# of Years Attended Graduate School	

Did you Graduate
High School

Yes

Did you Graduate

Graduate Major

Name of College University of Colorado at Boulder

Location of College Boulder

of Years Attended
College 4

Did you Graduate
College Yes

Undergrad Major Journalism and Mass Communication

Reference Details

Reference Name #1 Patricia Kaowthumrong

Reference Email #1 kaowthum@gmail.com

Reference Phone #1 303-588-8428

Reference Address #1

Reference Name #2 Annie VanDan

Reference Email #2 annievandan@gmail.com

Reference Phone #2 720-318-2357

Reference Address #2

Reference Name #3 Rene Doubleday

Reference Email #3 doubleday.rene@gmail.com

Reference Phone #3 303-884-8158

Reference Address #3

Agree to a
background check ☒

Owner Romaine Pacheco

Created By Denver Integration, 12/16/2022 4:31 PM

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Notes & Attachments

Chea Resume Final 2022.pdf

Type Attachment

Last Modified Denver Integration

Description

[View file](#)



Chea Franz

Marketing and Public Relations Professional

////////////////////////////////////
I am an accomplished marketing and public relations professional whose storytelling and strategic planning has helped clients build their brands and reputations.

Experience

Founder and CEO

Indie Creative Co. | February 2020 - Present

- Primary point of contact providing communications strategy and support to a variety of fermented barley crafters
- Provide counsel, strategy and direction for agency accounts
- Cultivate relationships with key industry analysts and writers by providing compelling story angles, trend pieces and client announcements
- Media monitoring to gauge public sentiment and ensure that client and agency reputations are well regarded
- Draft and distribute press releases, pitches, fact sheets and biographies
- Ensure that public relations strategy is cohesive with client marketing and branding guidelines
- Schedule interviews for brand spokespersons and plan media tours for client events
- Provide media training and talking points for clients in the public eye
- Successfully drive and develop new business opportunities
- Strategic planning and execution has resulted in increased media mentions in Food & Wine, Men's Journal, VinePair, as well as several local media placements

Experience Continued

Marketing and Public Relations Freelancer

Various agencies | June 2015 - February 2020

- Draft, pitch and execute all press releases on behalf of agency clients
- Develop pitching strategy and PR timeline for account executives and coordinators
- Strategic planning and execution has resulted in increased media mentions by 151% year-over-year with placements in Bon Appétit, Men's Journal, USA Today, The Wall Street Journal, Food & Wine, All About Beer, Thrillist and Fast Company

National Content Editor

PorchDrinking.com | February 2017 - October 2020

- Oversee 100+ contributing writers for nationally recognized craft beer blog
- Generate story ideas and develop content guidelines
- Create, proofread and publish daily content

Marketing, PR & Brand Manager

Fort Collins Brewery | December 2015 - December 2016

- Created and implemented effective marketing and strategies for brand initiatives using paid, owned and earned media
- Worked with sales to determine target markets, key focus promotional opportunities and lead generation tactics
- Designed sales collateral, digital graphics, packaging artwork and assets for website
- Company spokesperson for media outlets and coordinated interviews with key company stakeholders for editorial features and news stories
- Increased media mentions by 209%, year-over-year. Notable mentions included USA Today, The Examiner, Fort Collins Magazine and All About Beer
- Developed social strategy and content calendar; Increased social media engagement by 121% year-over-year

Project Manager

Cactus Communications | February 2015 - May 2015

- Launched the nation's first public education campaign regarding retail marijuana with creative executions in broadcast, digital, print, out-of-home, point-of-sale, public relations and social media
- The campaign garnered national attention including media mentions from The Washington Post, New York Times, USA Today and Jimmy Kimmel
- Managed, tracked, and updated current and upcoming fiscal budgets exceeding over \$1MM
- Kicked off campaigns and projects from start to finish which included writing creative and media briefs, creative and media input meetings, creative review sessions, production kick off meetings, routing and approvals, asset deployment and media monitoring
- Monitored workflow and internal processes to keep projects within scope of work and budget



Experience Continued

Operations and Marketing Manager

Generator, LLC | August 2013 - January 2015

- Led rebranding strategy and implementation for company's new brand identity
- Designed brochures, digital assets and outdoor signage for brokers and agents

Media Buyer

PILGRIM | March 2012 - August 2013

- Specialized in print, broadcast, out-of-home, outdoor and online media buying and planning
- Developed and executed media plans exceeding \$1MM in annual budgets
- Managed all client online campaigns including online media placement, campaign set up through Double Click, pixel implementation, day-to-day maintenance and optimizations, monthly delivery reporting, and final analysis to determine successes of each campaign

Project Manager

Coram Specialty Infusion Services | August 2011 - March 2012

- End-to-end Project Management of over 100 marketing projects on varying scales
- Created and implemented tools and processes to improve quality assurance, highlight milestones, save time and costs and motivate design teams towards improved productivity
- Developed and managed Creative Calendar to focus effort and streamline approvals

Account and Media Coordinator

Juice Communications | August 2007 - July 2011

- Media research, planning and buying
- Coordinated campaign for casino client that increased new player sign-ups 68%

Education

University Colorado at Boulder | 2002 - 2006

Volunteer work

- Wolverine Farm Bookstore
- Fort Collins Museum of Discovery
- Highland Parade & Picnic

