

ROMA G. VELASCO

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EDUCATION

MASTER'S DEGREE: Human Performance Psychology, Regis University

PROFESSIONAL CERTIFICATE: Product Management, University of Maryland - A.James Clark School of Engineering

BACHELOR'S DEGREE: BS Psychology and Secondary Education, Values Education, University of the City of Manila

TRAININGS & CERTIFICATIONS

- **Behavioral Design and Economics** Bootcamp, Irrational Labs
- **200hr Yoga Teacher** with certifications in Trauma-informed Yoga & Yoga Nidra, Yoga Alliance

RECENT KEY PROJECTS

JEDI Journey Cards: An easy to use card deck to create a safe and brave space for justice, equity, diversity, and inclusion conversations. [[Prototype: Mobile/web app version](#)]

VIABLE Strategy: VIABLE™ strategic plan will help provide clear organizational direction aligned with the organization's purpose, and serve as a compass for its board, staff, and key stakeholders.

SUCCEED: The SUCCEED™ Academy is an executive leadership program for senior leaders who are invested in building leadership capacity for diverse populations and developing inclusive leadership skills.

Online Training Courses: [Leading Virtually](#), Internal Staff Onboarding Courses, SUCCEED™ Executive Search Committee Course.

Integrated Work's Community Membership: Developed, designed, and lead the organization's first membership program.

JEDI Gym: A membership- and cohort- based program for justice, equity, diversity, and inclusion.

Integrated Work's People-of-Color Affinity Group: Initiated our organization's POC Affinity group as a safe space for JEDI-related conversations to help grow and improve our organization's culture, structure, and processes.

The Carbon Almanac: Part of the 300+ people who contributed and collaborated in developing and launching this resource tool on climate change.

Visual Inspiration Cards [mobile/web app]: Converted the physical cards that we use during in person facilitations into a mobile/web app for virtual and hybrid engagements, meetings, and convening.

Pahingalay: A personal passion project that I want to launch on the side based on the practice of yoga combined with Pahingalay, a healing principle based on filipino practice[s] of deep state of restfulness.

EXPERIENCE

PRODUCT & MARKETING LEAD - Present

Integrated Work

Manage and lead the development and design of new and existing products and services. Lead the organization's brand building, developing and enhancing brand awareness and brand experience through products, programs, services, and marketing. Design, develop and manage multimedia content. Prior to becoming the Product and Marketing lead, I held Brand Lead, Product Manager, and Operations Coordinator positions at the organization. I was also a Project Coordinator for numerous Health Resources and Services Administration (HRSA)-sponsored Peer Learning Team including Primary Care Association (PCA) CEOs, Value-Based Care, Health Center Controlled Network (HCCN) Leaders, Health Center Leaders, Quality Improvement, Communicating Health Center Value, Health Center Practice Transformation, Health Center Finance and Reimbursement, and Workforce Development.

Other positions held:

Product & Brand Lead, Jul 2021

Product Manager, July 2020

Operations Coordinator, May 2018

COMMUNITY MANAGER July 2015 - May 2018

Longmont Housing Authority

Managed a supportive housing community and worked with individuals who have faced homelessness, challenged with various disabilities, and other serious challenges that prevent them from being successful in life. Supervised the Community Assistant and Supportive Services Manager, and coordinated with other service agencies and service providers such as the local police department, behavioral health centers, and other housing authorities. Managed an 82-unit Low-Income Housing Tax Credit property; two 60-unit Low Income Housing Tax Credit, senior housing; and a 30-unit Low-Income Housing Tax Credit, multi-family housing. Qualified and processed Section 8 Vouchers and Project-based Vouchers. Followed and maintained compliance with Low Income Housing Tax Credit (LIHTC), Housing and Urban Development (HUD), and the Fair Housing Act. Led the construction and renovation projects of an 82 unit, 3-level occupied building working closely and coordinating with vendors, contractors, and the construction team. Managed logistics, scheduling, and resident-related activities during the construction project. Qualified all residents as the campus became a Low-Income Housing Tax Credit property in November 2016 and complied with investor deadline. As a Community Manager, I acted as a liaison with different local agencies in providing community resources and referrals to clients/residents. Organized meetings and events for the community, bringing in resource speakers and agencies that can provide support, resources, and services to clients/residents.

ADJUNCT FACULTY August 2014 - June 2017

IBM College

Taught college-level courses in general education and business such as General Psychology, Psychology of Success, Advanced Business Computer Applications and Marketing Awareness.

MARKETING COMMUNICATIONS CONSULTANT February 2015 - June 2015

ExtractCraft

Contracted for an early stage startup company responsible for the overall marketing communications, branding, PR, and online presence of the company. Worked directly with the founders in planning and implementation of marketing strategies. Provided results quickly and efficiently. Built and managed the company website, social media accounts, and online content. Shot, edited, and created promotional materials such as brochures and videos.

CONSULTANT/SUCCESS COACH January 2016 - May 2018

Tetro Performance

Acted as consultant for the company regarding social media and website management as well as implementation of online coaching programs.

SECURITY & SURVEILLANCE OFFICER September 2014 - August 2015

Lockheed Martin

Primary point of contact for the facility and all departments. Wrote and maintained daily reports involving shift activities and incidents. Secured LM facilities through physical and camera surveillance.

MARKETING COMMUNICATIONS MANAGER June 2014 to June - 2015

TinkerMill - Longmont Makerspace

Helped build and redesign the organization's website. Organized community events, managed social media accounts and newsletter. Handled social and community marketing for the organization, media and press releases.

ASSISTANT PRESCHOOL TEACHER June 2013 - August 2014

Primrose School of Longmont, Colorado

Worked with and provided care for children from infants to preschool level. Delivered the school's propriety curriculum.

MEDICATION & NURSE ASSISTANT April 2012 - May 2013

Borg Pioneer Memorial Homes

Provided care and assistance to residents and patients. Helped residents with their daily-living activities, administered medications and charted daily vitals.

HUMAN RESOURCE, ADMINISTRATIVE & MARKETING COORDINATOR May 2008 - March 2010

Sacred Heart School - Sun Valley

Built and designed the school / company website. Spearheaded the optimization of the school's marketing and communications strategies through social media and online presence. Updated the physical and improved the electronic filing system of the company. Increased the number of enrollees. Improved the utilization of company supply and

resources. Handled student registration, tuition and fees, program advising, and customer relationship management (CRM). Assistant to the school director /owner.

TEACHER-FACILITATOR May 2008 - March 2010

Sacred Heart School - Sun Valley /Galileo Enrichment Learning Program

Increased the number of enrollees. Enhanced the learning experience of students through improved academic performance. Implemented and directed the curriculum based on the learning needs of every student. Teacher-Facilitator for the after-school program Galileo Enrichment Learning Program teaching English / Reading and Mathematics to students ages three to 12. Conducted Parent-Teacher Conferences every quarter. Maintained Student Performance Reports. Attended regional meetings. Communicated directly with the company's CEO.

GUIDANCE COUNSELOR May 2007 to March 2008

Colegio de Sta. Rosa

SKILLS

LANGUAGES: English [Bilingual/Native], Tagalog [Bilingual/Native], Japanese [N5], Spanish [A2], HTML, CSS, Javascript

PRODUCT MANAGEMENT & DESIGN: product development, market research, resource allocation, pricing, promotion, product roadmap, strategic growth strategy

PROJECT & TEAM MANAGEMENT: working with multiple teams, vendor relationships, working in fast-paced and agile environments

BRAND MANAGEMENT: brand awareness, brand design, develop brand books, branded templates [slide decks, documents, etc]

LEARNING & CURRICULUM DEVELOPMENT: designing and building the structure and curriculum for online courses & training

MARKETING & CONTENT MANAGEMENT: marketing strategy, social media, content calendar, content creation, email campaigns, blogposts, CRM/website management [wordpress, weebly, google site], design marketing collaterals

OPERATIONS: design & develop operational plans & manuals, systems & processes, and emergency action plans

APPLICATIONS & TOOLS

Sharepoint [admin-level], Office 365 Business Suite [admin-level], Google Business Suite [admin-level], Wordpress [admin-level], Google Site [admin-level], Weebly [admin-level], Glide App [admin-level], Adobe Suite [Photoshop, Lightroom, Illustrator, PDF editor], iMovie, Canva, Holacracy/Glassfrog/Holaspirt, Asana/Monday [admin-level], Airtable [admin-level], Learn Dash LMS [admin-level], Teachable LMS [admin-level], WooCommerce [admin-level], Analytics [Google, Meta, LinkedIn], Ads [Meta, LinkedIn, Google]

ABOUT ME

What makes me unique?

Born and raised in the Philippines, residing and working in the US, and having traveled to several countries in four continents, I bring in diverse perspective and approach to things with cross-cultural awareness. Learning and working around multiple languages and dialects growing up [Tagalog, English, Japanese, Spanish, and a variety of Filipino dialects] helped me become sensitive to and understand people's communication styles.

As a woman, person of color, and an immigrant, I have learned to and am continuously learning to navigate the new life I am building in this country that I consider my second home. With this experience, as well as growing up in a developing country, I am attuned to the challenges and impact of privilege and opportunities to different people based on background, culture, race, ethnicity, gender, sexual orientation, class, religious beliefs, and ability. When working and partnering with individuals, I make it my priority to elevate the humans I work with, ensuring that the projects they are "assigned" to work on is meeting and contributing to their personal and professional development objectives as this will significantly impact the organization's generative and sustainable growth.

Outside work, I am passionate about exploring activities that challenge both the body and mind such as rock climbing, ice climbing, gravel cycling, mountain biking, triathlon, sport shooting, and yoga. I am a big proponent of applying sports performance skills and principles into other aspects of our daily life such as work.

Creativity is important to me, so I immerse myself into various creative outlets such as digital drawing, crocheting, knitting, refinishing furniture, singing, and playing musical instruments such as guitar and piano. These activities help recode my mind when I am experiencing creative block, leading me into novel ways in approaching a task and solving problems. Playing video games here and there also brings me interesting and new perspectives on problems and things.

I am inspired and fired up by new challenges [new to me or new to the world], so, my ability to learn new skills quickly and apply them immediately to the problem at hand is one that I would consider my superpower.

What do I value?

I have witnessed and experienced first hand the impacts of climate change, pollution, violation of human rights, health inequity, economic inequality, education inequity, unsafe environments [for children, women, people with disabilities, and the elderly], homelessness, and mental health disabilities. I am not trying to solve all these problems on my own but these are the things that I would like to help solve for in the professional work that I do. It doesn't matter how big or small my impact would be. I believe that if the mission and vision of an organization is not tied to one or a few of these issues, then I would challenge the company's social responsibility goals and initiatives. I believe that organizations don't have to be social justice superheroes; being socially responsible and active models of diversity, equity, and inclusion should be front and center.

What do I contribute to the team and organization?

My understanding of and insights to human behavior, sports performance, inclusive design, and [adult and early childhood] learning, allows me to offer valuable feedback when it comes to product design, branding [brand awareness], website development, training curriculum design, marketing campaigns, graphic design, and the organization's

overarching approach to people and business strategies. I am a lifelong-learner of design-thinking and behavioral design and economics, and my design inspirations are "don't make people think!" and "let's make technology [or programs, design, etc] more humane/human and relatable!".

My experience working in various industries such as education, healthcare, technology, and security, provides me with broad insights and understanding when working with and creating experiences for customers from a wide range of demographics.

When working with teams and individuals, I try to bring in my learnings from human performance, trauma-informed approach, and non-violent communication. This is another lifelong-learning experience for me because relating with other humans is a dynamic and an ever changing endeavor. I believe that the success of an organization depends on the success of the humans behind it. Humans whose physical, mental, social, and emotional wellbeing are cared for will be able to bring their whole and best [perception of best is personal] selves to their work day in and day out, even on days when conditions are not ideal and challenges are abound.

I have deep empathy and respect towards business ownership, so it is also top of mind for me how my work and the initiatives that I advocate for within the organization also supports the organization's bottom-line. I actively participate in helping create a company culture centered on success for both the business and the humans behind it.