

ROMA G. VELASCO

Phone: 303.901.6090 **Email:** info@romagvelasco.com **Portfolio:** www.romagvelasco.com

I am currently the Product and Marketing Lead at Integrated Work. I have over 14 years of combined experience in product development, marketing communications, brand & design, project management, community management, operations, teaching, and training. Outside of work, I enjoy activities that challenge my body and mind such as rock and ice climbing, gravel cycling, triathlon, and yoga. All these and my formal training in Human Performance Psychology, contribute to my understanding of human performance, motivation, and drive when working with teams and on projects.

EDUCATION

MASTER'S DEGREE: Human Performance Psychology, Regis University - 2016

PROFESSIONAL CERTIFICATE: Product Management, University of Maryland - A.James Clark School of Engineering - 2020

BACHELOR'S DEGREE: BS Psychology and Secondary Education, Values Education, University of the City of Manila - 2007

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 (40hrs/week) - 05.2018 to 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 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.

COMMUNITY MANAGER (40hrs/week) - 07.2015 to 05.2018

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 (8-32 hours/week) - 08.2014 to 06.2017

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 (20hours/week) - 02.2015 to 06.2015

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 (As -needed) - 01.2016 to 05.2018

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 (20hours/week) - 09.2014 to 08.2015

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 (20hours/week - pro bono) 06.2014 to 06.2015

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 (32hours/week) - 06.2013 to 08.2014

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 (40hours/week) - 04.2012 to 05.2013

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 (45hours/week) - 05.2008 to 03.2010

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 (45hours/week) - 05.2008 to 03.2010

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 (45hours/week) - 05.2007 to 03.2008

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, growth strategy

PROJECT & TEAM MANAGEMENT: working with small teams, vendor relationships

BRAND MANAGEMENT: 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]