

PRISCILLA JOHNSON

101 Crossroads Loop Laredo, Texas 78045

Phone: 956-612-7915 | Email: membership@laredomca.com

Objective

Pursuing an Executive Directorship where I can maximize my educational background, administrative assistance, operations management, marketing, public relations, community outreach, and program development experience to provide comprehensive support in accomplishing the organization mission

Professional Profile

- Proficient in both Windows and Mac OS X operating systems
- Excellent skills in Microsoft Word, Power Point, Outlook, Excel and Publisher
- Profound database management skills and developing reports
- Remarkable ability to communicate effectively, both orally and in writing
- Outstanding project coordinating skills
- Case Management and Superior Sales Experience
- Specialized in Community Outreach and Recruitment
- Tremendous ability to transcribe and record meeting minutes
- Proven track record in developing and executing successful marketing campaigns
- Effective problem-solving, organizational and leadership abilities
- Sound Judgment, decision-making and interpersonal skills to engage with diverse audiences
- Proactive in achieving goals and adaptable to a fast-paced environment
- Excellent ability to make administrative/procedural decisions and judgements
- Typing ability 47 wpm
- Supervisory Experience
- Highly motivated and responsible
- Bilingual (Spanish/English)

WORK EXPERIENCE

Laredo Motor Carriers Association

07/2024 – Present

Director of Marketing and Membership

- Manage and expand a list of prospective members in an assigned segment, research companies and identify points of contact
- Develop a strategy for successfully bringing new companies into membership through direct engagement while focusing on increasing member retention
- Provide bi-weekly internal reports on membership data and updates on membership/marketing
- Analyze metrics to identify areas of improvement and opportunities for redirecting membership strategies to ensure association is meeting yearly revenue goals
- Promote education and training seminars, association events, and other LMCA member benefits in the acquisition of new members
- Responsible for the processing, review and approval of membership applications
- Develop and cultivate strong relationships with other local associations and local, state and federal officials
- Stay actively involved and engaged with the trucking industry
- Operate in a mode of constant, interactive improvement while developing strategies and processes to capture business intelligence such as best practices, useful data and other statistics that are valuable for LMCA education programming and member insight

- Maintain a good relationship with lenders, appraisers, home inspectors and escrow companies
- Compile lists of real estate properties with details regarding their location, square footage and features
- Promote sale of properties through open houses, engagement in multiple listing services and advertisements
- Establish a network of mortgage lenders, contractors and legal attorneys
- Inspect condition of premises and organize for necessary maintenance or inform property owners of maintenance needs
- Evaluate clients' financial abilities and research properties within their buying power. Maintain a good relationship with lenders, appraisers, home inspectors and escrow companies
- Prepare necessary paperwork such as closing statements, deeds, contracts, purchase agreements and leases

Webb County Commissioner Precinct 4 Office
Commissioner's Executive Assistant

01/2011 – 09/2022

- Coordinated events held throughout Webb County Commissioner's Precinct 4
- Developed special needs public programs throughout the precinct
- Researched ideas to enhance existing community programs throughout the precinct
- Handled all budgetary documentation for the Precinct 4 office
- Filed and managed all documentation received by department
- Prepared and submitted all department purchase requisitions for supplies, equipment and/or services
- Reviewed and approved purchase requisitions for supplies, equipment and/or services by three departments under the purview of the Commissioner
- Kept inventory of department supplies and equipment
- Prepared and submitted all department travel request documentation
- Submitted payroll, employee benefits, worker's comp and all other personnel documentation for department employees
- Reviewed for accuracy and maintained all employee personnel files including payroll, leave requests, military orders etc.
- Developed presentations, briefings for constituent town hall meetings hosted by the Commissioner
- Developed agenda and supporting material for staff meetings and trainings
- Served as liaison between departments, community organizations, general public and the Commissioner
- Developed department Power Point presentations, videos and design all graphics for marketing materials
- Reviewed and replied to incoming department correspondence
- Assisted constituents in receiving social services by telephone and in person
- Established a relationship with county constituents and made referrals to other agencies and services beneficial to them
- Revised all outgoing memos, transmittal letters, department literature and correspondence for grammar, spelling and punctuation
- Provided support to constituents during emergencies, disasters and other unforeseen incidents
- Assisted in the planning and organization of Operation Stand Down in the City of Laredo since 2016
- Served on the Veterans Village Committee Board focused on combating Veteran Homelessness since 2012
- Established and coordinated the annual Hero Salute Month in Webb County which provides legal assistance free of charge to Webb County veterans since 2011
- Coordinated the Veterans Transportation Program offered to Webb County Veterans free of charge since 2011
- Coordinated the annual Operation Backpack Brigade for Military children in Webb County since 2011
- Coordinated the annual Military Kids Christmas event for Webb County since 2011

Texas National Guard

01/2009 - 12/2011

Bravo Co 3-141 and 436th Chemical Co.

Family Readiness Group Leader

- Remained knowledgeable of unit mission, existing FRG operating procedures, structure and community resources
- Recruited, trained, and managed volunteers and using community resources as needed
- Obtained names, addresses, telephone numbers, and e-mail addresses of all family members, including extended family members of single soldiers
- Prepared telephone trees and kept the lists current
- Called the Key Contact Person to activate the telephone tree
- Attended and chaired FRG meetings
- Ensured communication was maintained among members
- Coordinated with community resources to provide training for FRG members
- Maintained communication with the Commander and/or unit Point of Contact (POC)
- Identified family members' concerns and related those concerns to unit leadership
- Worked in conjunction with unit leadership to minimize misinformation and stress
- Provided case management, care and resources to military families in need
- Coordinated family events throughout deployment to promote camaraderie among families
- Coordinated Welcome Home festivities for servicemembers returning from overseas
- Guided families through scholarship opportunities offered by local and state programs for families with active servicemembers
- Organized volunteer recognition events
- Served as a volunteer for numerous state Yellow Ribbon Events
- Established network with community agencies to learn about local, state and federal resources for military families
- Assisted families in adjusting and transitioning throughout all stages of the deployment cycle
- Stayed vigilant and ready to respond to crisis situations

Laredo Community College

04/2006 - 01/2009

Admissions and Registration Department

Records Specialist

- Admitted and registered students for each quarter term
- Determined residency status for tuition purposes
- Oriented students in the admissions and registration process
- Supervised a seventeen staff member department
- Distributed daily admissions and registration work assignments
- Formatted schedule book of courses for the institution's calendar year
- Conducted staff trainings in college admissions and registration areas
- Compiled excel spreadsheets of student information for the preparation for department audits
- Analyzed department File Management System and propose file management recommendations
- Developed Department Manual of processes and procedures
- Revised and submitted staff weekly timesheets
- Verified Athletic records for all three athletic teams for NJCAA eligibility purposes
- Submitted department travel requests, travel reports and supply requisitions

EDUCATION**Texas A&M International University**

In Progress

Laredo, Texas, U.S.A.

Degree In Progress: Master's Degree of Public Administration Current GPA: 3.0

Texas A&M International University

12/2010

Laredo, Texas, U.S.A.

Degree Awarded: Bachelor's Degree in Business Administration with a concentration in Management GPA: 3.36

Laredo Community College

05/2006

Laredo, Texas, U.S.A.

Degree Awarded: Associate of Arts major in Mathematics

Honors: Magna Cum Laude, Graduation Speaker

Phi Theta Kappa International Honor Society Chapter President, Student Advisory Board Member

GPA: 3.57

VOLUNTEERISM

City of Laredo Civic Engagement Commission	2024-Present
Laredo Economic Development Corporation Board Member	2024-Present
Women's City Club Board Member	2009-Present
Marine Corp. Reserve Toys for Tots Public Relations Coordinator	2022-2023
Wreaths Across America Volunteer	2022-2023
Keep Laredo Beautiful Board Member	2021-2022
City of Laredo Commission for Women Member	2021-2022
Gratuitous Volunteer for Army National Guard local units	2009-2022
Boys and Girls Clubs of Laredo Board Member	2019-2021
Laredo Daybreak Rotary Club Member	2019-2021
Laredo District 14 L.U.L.A.C. Deputy Director	2018-2021
Pink To Do Breast Cancer Awareness Association Board Member	2018-2021
Women's City Club Membership Chair	2020-2021
L.U.L.A.C. #22413 Council President	2019-2020
L.U.L.A.C. #22387 Vice President	2018-2019
Laredo Crime Stoppers Volunteer	2016-2017
Girl Scout Troop Leader	2011-2012
436 th Chemical Co. Family Readiness Leader	2011-2012
Bravo Co. 3-141INF Family Readiness Leader	2009-2010

AWARDS AND RECOGNITIONS

Webb County 10+ Years of Service

2022

Appreciation Recognition by the 486th Civil Affairs Battalion Command Team for outstanding performance in collaborative surveying mission in Webb County

2019

Texas A&M International University College of Nursing and Health Sciences Texas Juntos for Better Health Recognition for Outstanding Contributions to the Traveling Health Care Team

2019

Hero Salute Military Culture Workshop Certificate of Completion

2016

Veterans Helping Veterans Certificate of Appreciation for collaborating with the Veteran Peer to Peer Facilitators and Border Region MHMR Community Center

2011

Bushmasters Certificate of Appreciation for outstanding support to Bravo Company 3rd BN 141 INF Bushmaster Family during Operation Iraqi Freedom 2010

2010

Appreciation Recognition by the 72nd Infantry Battalion Commander for the Family Readiness Group Leader role performance during the 2009-2010 Operation Iraqi Freedom deployment

2010