

LESLIE A. MIX

WORK HISTORY

Business Development Specialist **Sierra Nevada Job Corps** **08/2021-Current**

- Liaison for SNJC between business, government and community affairs

President **LAMARCO Consulting Group** **08/1992 - Current**

- Optimize vision for Hispanic business strategy, sales and community outreach
- Develop revenue growth plan and community outreach to Latino markets
- Research and accurately analyze pertinent data trends about the US Hispanic market

Director Hispanic Outreach **Sagent Marketing** **05/2009 - 09/2018**

- Developed strategic plan for broad outreach to Spanish speaking community
- Oversaw all Hispanic outreach, events, marketing, advertising in California
- Achieved alliances with Hispanic events, government agencies, English and Spanish media outlets, persons of influence, corporations, companies and organizations

President/CEO **Hispanic Chamber of Commerce of Northern Nevada** **12/1999 - 01/2004**

- Oversaw formulation of policies and provided strategic directional acumen at the local, national, and international level
- Increased revenue by 250%, paid membership by 300%, in-kind revenue by 178%
- Led organization to be nationally recognized as the "model Hispanic Chamber of Commerce"

Awarded

United States Small Chamber of the Year by United States Hispanic Chamber of Commerce
Nevada Minority Business Advocate by the United States Small Business Administration
Nevada Senatorial and Congressional recognition awards

Senate Committee Manager **Nevada State Senate** **01/2013 - 06/2013**

- Oversight of the Senate Committee of Revenue and Economic Development
- Streamlined the efficiency and administrative organization of Committee staff
- Contributed expertise and inclusion of Latino voters

External Affairs/General Manager **Telemundo TV/KDOX Radio** **Las Vegas, NV**

- Maximized opportunities for increased awareness and revenue growth
- Increased sales by developing strong ties between audience and advertisers visibility

- Optimized on the exponential market growth through project management

Station Manager

Univision Spanish Television

Reno, NV

- Introduced Spanish language television to Nevada
- Generated accurate data and comprehensive communications for emerging market trends
- Achieved in depth education of the advantages and truths of cultural communities to the general market

EDUCATION

University of Nevada, Reno
Miami Dade College

B.A. in Journalism/Public Relations
A.A. in English

Reno, Nevada
Miami, Florida

Represented/Member of the following associations, chapters or committees: East Los Angles Latino Police Officers Association, Reno Latino Lions Club (Charter Member and Vice-President), Dia de los Niño's Las Vegas, AMA, PRSSA, Hispanic Business Council (Founding President), Gang Alternative Program, Nevada State Fair, Cinco de Mayo, Hispanic Heritage Day at the University of Nevada, Reno, L.E.A.D-Latino Empowerment and Advancement Development Leadership Program, Tu Musica Nevada, Hispanic Health Fair, Author – "American Business Dream" series, Reno Gazette Journal