

To: Matt Cherry, President and Members of City Council
From: Wade Kapszukiewicz, Mayor
Subject: Appointment to the Latino Affairs Commission
10/13/2022

I Recommend the Following Appointment to the Latino Affairs Commission

Appointee	Appointee Replaced	Proposed Term of Office	Section 61 waiver as a special engagement	Reserved Slot / Type	Recommended by (if applicable)	Attendance Record	Resume attached
Irma Acuna	vacant	4 years expiring, 10/25/2026	no				yes



Wade Kapszukiewicz
Mayor

Irma Cecilia Acuña

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EDUCATION

THE UNIVERSITY OF TOLEDO, Toledo, OH

- *Master of Business Administration* | Marketing Management
- Graduated December 2016 ~ GPA: 3.3

TEXAS TECH UNIVERSITY, Lubbock, TX

- *Bachelor of Business Administration* | Marketing and Sales
- Graduated December 2014 ~ GPA: 3.2

UNIVERSITY OF TEXAS AT EL PASO, El Paso, TX

- *Bachelor of Business Administration* | Marketing
- Transferred to Texas Tech University in 2013

PROFESSIONAL AFFILIATIONS

University of Toledo Latino Alumni Affiliate, *Vice President*

08/2022 – Present

Northwest Ohio Realtors, *Member*

05/2022 – Present

PROFESSIONAL EXPERIENCE

HOWARD HANNA REAL ESTATE SERVICES, Toledo, OH

05/2022 – Present

Licensed Real Estate Agent in Ohio | Residential and Commercial Real Estate Services

- Generate leads to buy, sell and rent properties
- Advise clients on market conditions, comparable properties, and financing options

CASACUNA MANAGEMENT, LLC, Toledo, OH

07/2020 – Present

Member | Privately Owned Real Estate Investment Company

- Assist in the acquisition and property management of income producing multi-unit investment properties and sing-family dwellings.
- Oversee all administrative duties including tenant screening, lease preparation, scheduling maintenance requests, and maintaining tenant relationships

FRONTERA, Toledo, OH

03/2019 – Present

Member | Mexican Restaurant

- Silent partner

LIBBEY, INC., Toledo, OH

09/2016 – 09/2021

Marketing Manager | Foodservice, North America

02/2020 – 09/2021

- Responsible for developing and executing insight driven marketing strategies and programs to drive engagement with foodservice end users in the restaurant, hospitality and healthcare industries.
- Oversee overall omnichannel brand voice and messaging that flows through websites, catalogs, social and tradeshow messaging. Our customers include over 320 traditional and web-based foodservice distributors in the U.S. and Canada.
- Continuously enhance and create robust product content and data in the product information management system (Salsify) that can be syndicated to customers or used to create customizable digital catalogs.
- Manage content updates and overall improvements to the libbeyfoodservice.com website including content pages, product taxonomy, categories, filters and tags for over 5,000 SKUs. Provide UX and UI direction for the foodservice website.
- Develop the customer experience for Libbey foodservice's digital ecosystem including the @LibbeyPro social media

- Partnered with a digital marketing agency and internal Digital Team in the development and execution of the new libbeyfoodservice.com website. Played a key role in identify filter categories, tags, and key product detail information for the product catalog and product detail pages.

Associate Channel Marketing Manager | Foodservice, U.S. and Canada 01/2017 – 9/2018

- Coordinated customer, end user and sales requests for marketing assistance including custom projects, advertisements, special product image needs, website content, showroom displays, shows and conference support.
- Worked closely with marketing agency in the creation of marketing content and sales support material such as eblasts, advertisements, sponsored content articles, catalogs, brochures and sales kits.
- Assisted Director of Foodservice Marketing with commercialization of new product launches (strategy, photography, sell sheets, product copy, eblasts, advertisements, etc.)
- Collaborated with marketing agency on the strategy, coordination and set up of major foodservice tradeshow.

Marketing Intern | Foodservice, U.S. and Canada 09/2016 - 12/2016

- Uploaded images onto the data asset management system for the sales team and customers to download assets.
- Proofread external facing marketing materials and ensured consistency across all materials.
- Maintained showroom by updating product display and taking inventory of 5,000 foodservice SKUs.
- Worked with agency to enhance the layout of the limited catalog space to feature over 5,000 product SKUs.

THE UNIVERSITY OF TOLEDO, Toledo, OH 08/2015 – 12/2016

Graduate Assistant | Management Department

- Facilitated support for classroom operations, graded assignments, reviewed and selected questions from a database to create exams, proctored exams and compiled results of student evaluations.
- Researched articles and topics for professors and prepared summaries on the research materials.

RUDOLPH/LIBBE COMPANIES, Walbridge, OH 05/2016 - 08/2016

Marketing and Sales Intern | Worked for Rudolph/Libbe, Inc., GEM Energy and Rudolph/Libbe Properties

- Prepared sales presentations that included key information such as applicable pictures, timelines and pricing.
- Enhanced advertisements and sponsorships ads for customer events to make them aesthetically pleasing.

EVERDRY WATERPROOFING, Toledo, OH 03/2015 - 08/2015

Second Source | Confirmation Department 05/2015 - 08/2015

- Collaborated with Confirmation Manager in advancing company to 2nd highest overall performance in the nation from generated home grown leads in 24 counties and leads produced by 50 sales representatives in NW Ohio.

Show Representative | Outside Sales and Marketing 03/2015 - 05/2015

- Represented the company and prospected for new leads at events throughout Northwest Ohio using visual aids to demonstrate available services, which resulted in generating sales of approximately \$65k in the first two months.

EL PASO AREA TEACHERS FEDERAL CREDIT UNION, El Paso, TX 10/2012 - 08/2013

Member Service Representative 01/2013 - 08/2013

- Promoted credit union resources by facilitating member awareness of products and services offering the ones that matched their financial needs from auto loans to home mortgages and investment services and identified opportunities for cross selling of the value-added products and services.

Teller 10/2012 - 01/2013

- Processed transactions accurately from deposits to withdrawals, transfers and check cashing providing excellent customer service addressing each member by the name while completing their requests.

RECEIVING CLERK, TX 10/2010 - 10/2012