



Sabina Matos

Council President

December 30, 2020

Mr. Shawn Selleck
City Clerk
25 Dorrance Street
Providence, RI 02903

Dear Mr. Clerk:

Please be advised that in accordance with Chapter 2007-51, Ordinance No. 504, I am hereby appointing Priscilla De La Cruz of 388 Jastram Street #2, Providence, Rhode Island 02908, to the Environmental Sustainability Task Force.

Sincerely,

Sabina Matos
Council President

IN CITY COUNCIL
JAN 07 2021

READ
WHEREUPON IT IS ORDERED THAT
THE SAME BE RECEIVED.

CLERK

Priscilla De La Cruz

388 Jastram Street #2 · Providence, RI 02908 · 401-868-5993 · priscilladelacruz@alumni.harvard.edu

EDUCATION

Harvard University Extension School

Master of Liberal Arts (ALM), Concentration: Management
Corporate Sustainability and Innovation Certificate

Cambridge, MA
May 2019

Rhode Island College

Bachelor of Science, Concentration: Business Marketing
Minor in Communications

Providence, RI
May 2009

PROFESSIONAL EXPERIENCE

Green Energy Consumers Alliance, formerly People's Power & Light

Rhode Island Director

Marketing and Membership Director

Marketing and Membership Manager

Energy Program Associate

Providence, RI
Aug 2019 - Present
June 2013 - July 2019
Aug 2010 - June 2013
Aug 2009 - Aug 2010

- Implement organizational rebranding
- Develop and implement marketing strategies for energy programs
- Develop marketing content and maintain membership communication strategies
- Develop strategic partnerships and nurture key stakeholder relationships
- Develop and implement advocacy and development strategies
- Direct operations of existing programs and develop new program operations
- Direct customer service and marketing staff and support their professional development
- Develop marketing partnerships and oversee digital marketing strategies
- Plan annual events and seasonal tours for existing and prospective members
- Maintain marketing budget, analyze membership data, and results of marketing efforts
- Manage the Rhode Island office and oversee the local staff team
- Manage information technology consultants and office management vendors
- Assist board and executive director with strategic planning, board meeting facilitation, and recruitment

WKKB Latina 100.3 FM

Account Executive

Providence, RI
June 2009 - Aug 2009

- Cold called potential clients to offer advertising services
- Developed radio advertising strategy for clients
- Obtained and analyzed information about clients' products needs, advertising history, and business practices to offer effective sales presentations

Bank of America

Bilingual Customer Service Representative

East Providence, RI
Jan 2006 - June 2009

- Provided team coaching on best customer service practices
- Served as the primary point of contact for English and Spanish speaking customers by telephone and email
- Delivered a high level of customer service and deepened customer relationships by proposing suitable products and services

Citizens Bank

Customer Service Surveyor

Cranston, RI
June 2000 - Dec 2005

- Facilitated customers to complete a satisfaction survey on products and services

COMMUNITY & VOLUNTEER WORK

Annual Runway for a Cure Fundraiser for the Lupus Foundation, Providence RI, *Host Committee Member*
Rhode Island Latina Leadership Institute, Providence RI, *Alumna*

AFFILIATIONS

Environment Council of Rhode Island, *President*

Energize Rhode Island Coalition, *Chair*

Conservation Law Foundation, *RI Advisory Board Member*

Providence's Racial and Environmental Justice Committee, *Community Leaders Program*

Rhode Island Interfaith Power & Light, *Advisory Board Member*

ecoRI news, *Advisory Group Member for Podcast Pilot*