

Mayor of Providence

Jorge O. Elorza

March 5, 2015

Honorable Members
Providence City Council
City Hall

Dear Honorable Members:

Pursuant to Sections 302(b) of the Providence Home Rule Charter of 1980, as amended and Public Law, Chapter 45-50, Sections 1 through 31 passed in 1987, I am this day appointing Alexis M. Gorriarán of 8 Slocum Street of Providence, Rhode Island 02909, as a member of the Providence Tourism Council, also known as the Convention Authority of the City of Providence, for a term to expire in on April 30, 2016. Mr. Gorriarán replaces Debra Brayton who has resigned.

Sincerely,

Jorge O. Elorza
Mayor

IN CITY COUNCIL
MAR 19 2015

READ
WHEREBY IT IS ORDERED THAT
THESE BE SO ORDERED.
 CLERK

ALEXIS M. GORRIARÁN, CSEP
8 Slocum Street, #11, Providence, RI 02909
401.465.5177
e-mail: alexgorriaran@gmail.com

HIGHLIGHTS OF EXPERIENCE

- Experiential marketer
- Destination marketing
- Integrated marketing mix specialist
- Event producer, marketer & planner
- Lifestyle & LGBT Marketing
- Community leader
- PR & social media savvy
- Branding, marketing & trade show specialist
- Video & advertising success
- Interactive & web experience
- Team building & self-starter
- Fluent in Spanish
- Speaker and presenter
- Creative & strategic thinker
- Public, Private & non-profit sector experience
- Place branding expert

PROFESSIONAL EXPERIENCE

(add)ventures – senior director, marketing/multicultural, 2005 to present
Providence, Miami, New York City

- Work closely with clients, agencies and internal teams implementing fully integrated campaigns in the areas of special events, marketing, branding, direct mail, advertising, trade shows, conferences, interactive, e-marketing, social media, strategic planning, experiential marketing, product launches, communications, place branding, market research, customer engagement and video projects.
- Have been key manager for clients like Green Airport, Marriott International, Renaissance Hotels North America, CVS Caremark, Citi, Johnson & Wales University, Comix and Commerce RI leading the agency being listed on the inc500 list for fastest growing companies in the U.S.
- Strategic lead for the development and implementation of marketing initiatives for clients in the hospitality, tourism, foodservice, entertainment, lifestyle marketing, education and retail industries.
- Responsible for the planning and execution of marketing strategies for experiential marketing, conferences, small and large trade shows, meetings, corporate and social events as part of the marketing mix from conceptual phase to completion.
- Responsible for overall project responsibility including organizational leadership, budget preparation, client relations and management of cross-functional teams.
- Effectively communicate with clients day-to-day and internally with colleagues at any level of business and management.

INTERNATIONAL SPECIAL EVENTS SOCIETY (ISES) – 2006 to present
Regional Vice President

- Currently serve as Regional Vice President of the Northeast region overseeing the operations and events of 10 chapters from Virginia through New England.
- Led the RI chapter as President producing monthly programs and events as part of an international network of more than 8,000 members around the globe.
- As Marketing and Events Chair of the Northeast Regional Education Conference in New York City, Atlantic City, Providence and Washington DC, I assisted in developing all the marketing materials including the conference program, e-newsletters, public relations, sponsorship, community outreach, lounge events and vendor expo.

CITY OF PROVIDENCE – Office of the Mayor, 2010 - 2011
Providence, RI

Director of Mayoral Inaugural Events

- Produced all inaugural events and ceremonies including swearing in ceremonies, private sponsor receptions, Inaugural Gala, community and neighborhood receptions.
- Management of cross-functional teams and agencies for various venues including pre-event marketing, branding, press relations, event logistics, signage, social media, sponsorship, website, set up, floor plans, entertainment, lighting, audio-visual, vendor contracts, budget management, rentals and décor.

- Coordinated social events and speaking arrangements for local, state and federal dignitaries along with security protocol with Homeland Security, National Guard, State and local Police.

HOOK-FAST SPECIALTIES, INC. – *Director of Marketing, 1995 - 2004*
Providence, RI

- Directed all marketing initiatives with the President of the company including the development of marketing and sales strategy, integrated marketing plan, national trade shows, product launches, marketing collateral, website design, production, quality control and new product research.
- Implemented and oversaw the company's first push into a national trade show circuit including booth design, management and product showcase.
- Responsible for vendor and business partnerships including sales presentations and prospecting. Specifically handled all Spanish speaking clients and outreach to Latin America.

COMMUNITY & EVENT LEADERSHIP

RHODE ISLAND PRIDE – *Co-Chair/President, 1996 - 2007*

- Coordinated year round LGBT community programs and events including the creation of the states first illuminated parade, regional conferences, community workshops, fundraisers, gala dinners, rallies, musical concerts, film series, speaker series, Business After Hours, annual festival and art exhibitions.
- Effectively managed overall organization operations including event production, fundraising, finance, marketing, sales, public relations, media, hospitality, hotel and tourism promotions, communications, vendor relations and committee/volunteer management.

PROVIDENCE/WARWICK CONVENTION VISITORS BUREAU – Assist the PWCVB with their ambassador program and FAM tours for prospective conferences and meetings in the city. Conducted tours and interviews for national media outlets and the bureau's public relations firm.

HONORS

- Emmy Award recipient for Best Commercial from the National Academy of Television Arts & Sciences New England – June, 2013
- Spirit of Excellence International Chapter of the Year Award, ISES – August, 2011
- Summit International Leader Award for Experiential Marketing Florida Int'l University – 2010
- City of Providence Citizen Citation - 2011, 2006 and 2002
- AEGIS Video & Production Awards Finalist for Renaissance Hotels North America – 2009
- Designation of Certified Special Events Professional (CSEP) – June, 2009
- Spirit of Excellence in Programs, Education & Communications, ISES – 2010, 2008, 2007

EDUCATION

Bachelor of Science, Business Administration
The University of Rhode Island, Kingston, RI
 Major: Marketing Minor: Spanish

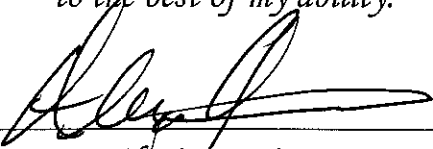
International Institute for Event Leadership – Certificate Program
 Johnson & Wales University and George Washington University

Leadership Rhode Island – Omega Class Graduate




State of Rhode Island and Providence Plantations

*I, Alexis Gorriarán, do solemnly swear that
I will support the Constitution of the United States of America
and that of the State of Rhode Island and Providence Plantations,
in addition to the Providence Home Rule Charter,
and that I will faithfully discharge the duties of the office of
Providence Tourism Council
for a term to expire on April 30, 2016,
to the best of my ability.*


Alexis Gorriarán

*I, Jorge O. Elorza, Mayor of Providence, do hereby certify that
on the 11th day of March A.D. 2015,
I did administer unto Alexis Gorriarán
- duly appointed to the Providence Tourism Council -
the above subscribed oath.*


Jorge O. Elorza, Mayor of Providence

