

Maria “Connie” Leon

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Summary:

Currently the Community Partnerships Program Coordinator for the West Houston Institute which is part of Houston Community College Alief/Hayes campus. Formerly worked on an EDA grant for 2 years. Working closely and specifically with the local Creative/Maker Small Business Community through educational programming, makerspace tool training and community building as well as conducting research of local manufacturing and economic growth and opportunities from the Small Business Maker aspect of needs and access to resources. Rebuilding a successful Small Business Maker Ecosystem through local community resources that will boost local Economic Development. Creating a cohesive maker ecosystem through local resiliency efforts.

Communication Skills:

Editing, Proofreading, Public Speaking, Social Media managing, Communications coordinator, Community Outreach, Special Events Coordinator, Network building, Job Board management, Content Creating and SEO experience.

Transferable skills:

Language Proficiency- Bilingual- (Speak, Read and Write) Spanish/English

Computer Knowledge – CRM (Microsoft Dynamics), Higher Logic, MS Office/Suite, Google Analytics/Docs, InDesign, Social Media & Internet

Areas of Accomplishment:

Small Business Programming Development (funded via a Federal EDA Sprint Grant):

- Creating and building a local Small Business Creative and Maker community/ecosystem via existing and new community partners and organizations by further developing the connections and outreach.
- Developed a free Small Business training program with local facilitators and Business Trainers. Programming consists of workshop series that will enhance Small Businesses knowledge of local resources and skills needed to reach their next level of business.
- Conduct strategic and problem solving sessions on projects throughout division at our college.
- Identify community opportunities in order to develop a plan of action and advise on strategy needed to develop proposals and recommend solutions to be implemented in project areas.
- Develop external partnerships in response to the tasks and goals outlined in Grant/Proposal.
- Conducted market research and analyzed various data sets in collaboration with third-party data, internal research and lead survey initiatives with local and national organizations to plan and implement local action and programming.
- Managed EDA Grant Project from initiating planning to implementation and execution of the created scope.
- Developed an incubation program and saw through its growth stage while recording outcomes.
- Worked along-side Directors and Leadership staff, multi-faceted partners, and others to deliver tasks, organized a plan of action and co-developed an ecosystem that would foster new economic development streams for Small Business owners.
- Lead and managed partnerships and partners within consortium and work groups formed.

Continued-*Small Business Programming Development* (currently funded via a Federal EDA Sprint Grant):

- Manage grant reporting internally and to federal program officers, processes, and monitor funding which includes timeline of deliverables, budgets, marketing and communications and hiring staff and consultants.
- Work with internal communications staff and external partners to heighten and bring awareness to not only our program at WHI but the college's work as a whole.
- Subject matter expert to guide, train and develop content-specific workshop series, to assist in creating niche target audience and appropriate topic implementation.
- Work closely with staff to identify opportunities within other program areas and assist in amplifying messaging or identify gaps to streamline and connect program areas.
- Actively participate with local, state and national economic and sustainability organizations to share information and develop partnership solutions to community needs.

Corporate Membership Coordinator

- Plan and coordinate annual awards night at conferences for over 200 attendees.
- Develop marketing and communication plans for the corporate program to expand member reach.
- Create a corporate lounge at an annual conference with daily activities and resources.
- Maintain daily corporate accounts and interact with members as needed.
- Liaison for corporate members and awards committee.
- Work with development and IT teams to implement and lead web projects.
- Project lead for implementation and training of new integral departmental software, Higher Logic.
- Create and Implement new projects to streamline the time to market for the production of documents in the Technical Activities/Standards department.
- Initiate outreach efforts for local colleges to expand diversification initiatives.

Assistant Supervisor/Ballot-by-Mail Division

- Supervise and coordinate daily operations for 40 to 60 employees within the Ballot-by-Mail division of Elections.
- Review department processes and update manuals, forms and websites accordingly.
- Assist the public with department related questions and resolve complaints according to Texas Election Code.
- Recruit, interview, hire and train new employees or arrange for such training to be provided.
- Evaluate employees' job performance and conformance to regulations and recommend appropriate personnel action.
- Plan and coordinate staffing and schedules according to deadlines and production outcome.
- Review reports pertaining to activities such as production, payroll, or shipping to verify details, monitor work activities and evaluate performance.

Work History:

- West Houston Institute/HCC-Alief Hayes Campus, *Small Business Program Developer* 2021-Present
- Wesley Community Center- Northside Houston, *Job and Small Business Developer* 2019- 2020
- NACE International -Houston TX *Corporate Membership Coordinator* 2015- 2019
- Toshiba International - Houston, TX *Administrative/Dispatcher* 2013- 2015
- Harris County Clerk's Office -Houston, TX *Assistant Supervisor* 2008- 2012

Education:

University of Houston, Houston, TX *Bachelor of Science-Psychology /Minor-Health* **2005**