

JOCELYN A. LOZA

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EDUCATION

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"TO LIVE A CREATIVE LIFE, WE MUST LOSE OUR
FEAR OF BEING WRONG."

HI I'M JOCELYN



I'm an accomplished marketing, branding, and public relations professional with more than 15 distinguished years of experience. Having founded Hoopla Marketing Now in 2013 following years of working for marketing and advertising agencies, I built the company into what it is today regarded as the only multicultural agency in the Southeast offering premier full-service marketing and public relations services.

I received my Bachelor of Arts in Communication and Foreign Languages from Andrews University and a Master of Science in Marketing from Walden University.

After undergrad, I moved back home to Chicago to work for a prestigious commercial real estate company, where I developed the shared suite office concept and managed two commercial office and retail properties in downtown Chicago.

In 2010 I relocated to Chattanooga, Tennessee with my family and was offered the opportunity to work at the Chattanooga Chamber of Commerce, specifically, assisting with the economic and development campaign "Chattanooga CAN DO," where I had the honor to work closely with local businesses and organizations to raise over \$5 billion dollars.

I continued to pursue my passion in marketing and public relations, shifting from the Chamber to working for large brands like Little Debbie Snack Cakes where I managed a \$26MM marketing budget. I also contributed to the revision of the Spanish version of the Little Debbie tagline, "Comparte Una Sonrisa" ("Unwrap A Smile".)

In 2013, I took a big step in my career and launched Hoopla Public Relations now Hoopla Marketing Now as a side hustle. Also in 2013, Hoopla created the "I Heart Chatt" campaign, where all t-shirt proceeds benefited local nonprofits. After that, I have had the opportunity to work with several startups, small and large brands assisting them with different projects in developing successful marketing materials, digital marketing campaigns, media relations strategies, and brand management strategies.

In 2019 I was selected to be part of the Chattanooga Area Chamber of Commerce's prestigious leadership program, Leadership Chattanooga, best class ever, class of 2020.

I currently serve on the advisory board of the City of Chattanooga Office of Multicultural Affairs, The Women's Fund board, Board Connector board, Chattanooga Public Library board, CEB now Gartner advisory committee, Big Brother Big Sister of Chattanooga Diversity & Inclusion committee, WTCI community advisory board and founded Latina Professionals of Chattanooga.

EXPERIENCE & EDUCATION

EDUCATION

Walden University 2015-2017

Master's Degree in Marketing

Andrews University 2003-2005

Bachelor's Degree in Public Relations & Foreign Languages

WORK EXPERIENCE

Hoopla Marketing Now, 2020-present

Marketing & Public Relations Consultant

Signal Centers Inc, 2017 - 2020

Marketing & Public Relations Strategist

McKee Foods, 2014 - 2017

Marketing Services Coordinator

True North Custom, 2014

Marketing & Events Coordinator

Pathway Polymers, 2013

Marketing Coordinator

CBL & Associaties, 2011-2012

Financial Services Assistant

Chattanooga Chamber of Commerce, 2011

Campaign Coordinator - Chattanooga CAN DO campaign

The San Jose Group, 2008-2010

Public Relations Specialist

Marc Realty/MR Officenters, 2005-2008

Site Manager

COMMUNITY INVOLVEMENT

-Board Member with the City of Chattanooga Office of Multicultural Affairs, The Women's Fund board, Board Connector board, Chattanooga Public Library board, CEB now Gartner advisory committee, Big Brother Big Sister of Chattanooga Diversity & Inclusion committee, WTCI community advisory board and founded Latina Professionals of Chattanooga.

-Member: Member & Founder of Latina Professionals of Chattanooga, Committee Member Women Build Breakfast Habitat for Humanity, Mayor's Women Council Leadership Committee, Colon Cancer Center Foundation Event Committee Member. Past Membership & position: VP of Public Relations - McKee Foods Toastmasters International Club

CERTIFICATIONS/TRAINING

Unconscious Bias Diversity & Inclusion Training with BCBS • Crucial Conversation Training • Franklin Covey Project Management Essentials Certification • Office Professional IQ vs. EQ and Why it matters Training • Toastmasters International Leadership and Communications Skills Training • ANA Inspiring Great Creative Training Certification • ANA Integrating Across the Customer Decision Journey Training Certification

PROJECTS

CORPORATE WORK

- **Marc Realty** - commercial real estate marketing materials that appeared on CoStar website and broker brochures.
- **Chattanooga CAN DO** economic & development campaign - email campaign & marketing materials
- **Pathway Polymers** - Tyrfil Polyurethane product marketing management & content creation, website development.
- **True North** - blog, email campaigns & events management.
- **McKee Foods - revision of Little Debbie Spanish tagline** & new product management best practices.
- **Toastmasters International Smile Wrappers McKee Foods** newsletter articles, fliers, & brochures, and website development (SharePoint).
- **Signal Centers - TN Child Care Resource & Referral Network** website development, promotional materials, content creation & social media management.
- **Child Care WAGE\$ TN** - logo design and marketing brochures

FREELANCE WORK

- **I Heart Chatt** - logo, website, promotional materials, t-shirt design.
- **Chattanooga Coalition Against Human Trafficking** logo (Second Life).
- **Book Cover Design** - "Going Southern" by Deborah Levine.
- **Buckingham Design Interior** - logo, website, social media content.
- **Family Practice & Screening Center** - website, promotional materials, content development (Spanish/English).
- **Cultivate Learning Consulting** - logo in different formats & social media management.
- **Web development - ChACEE** - Chattanooga Association for Children's Early Education
- **Family Smiles of Commerce** - logo and branding, web development, social media development.

NONPROFIT WORK

- **WAGE\$ Program**, DHS, logo creation, and marketing flyer
- **Historic Engel Stadium** - Content Strategy & social media management
- **Urban League of Chattanooga** - social media management & public relations (press release & media representation). Springboard marketing mentor for small businesses.
- **McDonald Road Seventh-day Adventist Church** - marketing material & social media management
- **Venture Forward & Board Connector** - Promotional material - flyer
- **Habitat for Humanity** - Women Build Breakfast t-shirt design

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CORPORATE WORK

CONTENT DEVELOPMENT FOR CORPORATE NEWSLETTER/BLOG AND CREATED IMAGES FOR ARTICLES.



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Related Articles



April 2017 article providing insights on the importance of storytelling.

LOCALnotes TENNESSEE

McKee

The power of storytelling

by Jocelyn Loza, vice president of Public Relations, Toastmasters Smile Wrappers

Great stories make great speeches. Stories help us remember, engage and respond to what is being said. Below are four golden tips of storytelling to make your audience listen and remember.

1. **Your story is more important than your words.** Words are important but do not focus too much on the right words. The first two questions you should ask yourself are, "What is the story you are trying to tell and why?" These questions should be your starting point.
2. **Keep it simple.** Long speeches are easily forgotten as audiences can only retain so much information before losing focus. Narrow your story down to the essential points.
3. **Empathy is key.** Just knowing your audience is not enough. You have to know what the world looks like when you are in their shoes. Tell your story in the language that your audience understands.
4. **There is no persuasion without inspiration.** Emotion is the most important element of



motivating your audience. The best way to connect with your audience is through stories that are important to their lives.

It is clear that we as humans love stories and the connection it brings to our lives. Learn to tell stories and cement them with facts by attending one of our Toastmasters meetings. To learn more, visit our SharePoint access through Via, <http://via/sites/teams/toastmastersweb/SitePages/Home.aspx>.

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CONTENT DEVELOPMENT FOR CORPORATE NEWSLETTER/BLOG AND CREATED IMAGES FOR ARTICLES.

May 2017 article highlighting the visit of Area 30 Director of Toastmasters.

LOCALnotes TENNESSEE

McKee

How to conduct productive meetings training

By Jocelyn Loza, vice president of Public Relations, Toastmasters Smile Wrappers

Meetings are often poorly planned and executed events that produce no meaningful business results.

On May 3, the Area 30 director of Toastmasters International, Sandra Neal, came to McKee Foods to present *How to Conduct Productive Meetings*. She methodically explained the essential elements of running productive meetings in a clear and logical way. She also offered solid and timely advice to ensure that a meeting is necessary, the presentation is professional and effective, the participants contribute in constructive ways and the outcome is measurable.

Sandra concluded with these six rules of meeting management that can help make meetings more productive and less frustrating. Each of these rules requires commitment from all participants.

1. Indicate time to conclude.
2. Briefly review problem.
3. Summarize progress made.
4. Emphasize agreements.
5. Inform of developments.
6. Thank the group.

These simple rules can be helpful in making meetings more productive. Implementing them is not always easy, as they require preparation and discipline, but doing so can make a huge difference to the productivity of your meeting. Thank you to those who joined us a few weeks ago to learn how to keep meetings more efficient and productive!

For more information about Toastmasters Smile Wrappers, our meetings and trainings click *Toastmasters* under Collegedale Links on Via.



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CORPORATE WORK

CONTENT DEVELOPMENT FOR CORPORATE NEWSLETTER/BLOG AND CREATED IMAGES FOR ARTICLES.

National Hispanic Heritage Month and beyond

by Jocelyn Loza, Marketing Services

In September 1968, Congress authorized President Lyndon B. Johnson to proclaim National Hispanic Heritage Week, observed during the week that included Sept. 15 and 16. In 1989, Congress expanded the observance to a month-long celebration (Sept. 15-Oct. 15) of the culture and traditions of those who trace their roots to Spain, Mexico and the other Spanish-speaking countries of Central America, South America and the Caribbean.



Sept. 15 is the starting point for the celebration because it is the anniversary of independence of five Central American countries: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico celebrates its Independence Day Sept. 16, and Chile Sept. 18.

During this month, Hispanic heritage is celebrated through festivities that highlight the music and food that exalt the countries' history and rich culture. Even though not many Hispanics celebrate this month, many consider it extremely important or very important that companies and organizations recognize and celebrate Hispanic Heritage Month and the contributions Hispanics have made to the United States.

Recognizing and celebrating Hispanic contributions is important, but understanding the distinctive path of demographics, culture and consumption can fuel business growth. To market effectively to Hispanics, think beyond Hispanic Heritage Month, understand this group's cultural components (family values, etiquette, rituals and religion, holidays, eating habits, etc.) and pay special attention to language. Only because they speak Spanish doesn't mean it is the same. It matters to know the differences. Being sensitive to language also involves methods and approaches that create emotional and binding connection with Hispanics.

Resource: hispanicheritagemonth.gov/

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CORPORATE WORK

CONTENT DEVELOPMENT FOR CORPORATE NEWSLETTER/BLOG AND CREATED IMAGES FOR ARTICLES.

January 2017 Article

Public speaking: New Year's resolution or goal

by Jocelyn Loza, vice president of Public Relations, Toastmasters Smile Wrappers

Wouldn't it be great if simply making a New Year's resolution guaranteed success? Lose weight. Pay off debt. Easy, right? If only it were that easy.

Most resolutions fail because they are wishes, not goals. Often, the best way to achieve long-term goals is to focus on supporting habits. For example, many of us want to lose weight so the supporting habit should be eating healthier foods, drinking plenty of water, exercising regularly and getting more sleep.

By focusing on supporting habits (and keeping the end goal in mind, of course), we put ourselves in an excellent position to succeed. The same strategy can be applied to all other New Year's resolutions, including becoming a better public speaker.

To become a better speaker, work on supporting habits. These can be attending speaking opportunities such as

Toastmasters, meeting new people and committing to the action by engaging during a meeting.

Becoming a better speaker is not going to happen quickly and it is not going to happen without dedication and hard work. To put yourself in the best position to succeed, visit our Toastmasters meetings and develop the public speaking habits which will give you the best chance of success.

Let 2017 be the year that you become a great public speaker!

For more information about Toastmasters, go to [Via](#), [Collegedale links](#), [Toastmasters](#)



JAN. 18-24, 2017

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February 2017 article announcing first open house of the year

Toastmasters open house — you're invited!

by Jocelyn Loza, vice president of Public Relations, Toastmasters Smile Wrappers

Toastmasters Smile Wrappers is holding their first open house of the year Tuesday, Feb. 28, at 11:30 a.m. in the Chattanooga Room and you are invited!

During this open house we will have refreshments

and discuss a worthy cause, the Free Speakers Club, a Toastmasters Gavel Club situated in a penitentiary in Georgia that provides opportunities for interested inmates to learn communication, confidence and competency to

— continued on 4TN

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CORPORATE WORK

CONTENT DEVELOPMENT FOR CORPORATE NEWSLETTER/BLOG AND CREATED IMAGES FOR ARTICLES.

November 2016 article

The benefits of joining McKee Foods Smile Wrappers

by Jocelyn Loza, vice president of Public Relations, Toastmasters Smile Wrappers

If you are looking for an internal leadership and communication training with proven results, then look no further than Toastmasters Smile Wrappers.

Ralph Smedley founded Toastmasters in 1924 while serving as the director of education for the YMCA in Santa Ana, Calif. His inspiration for creating the organization stemmed from his observations of young YMCA patrons needing training in the art of public speaking and in presiding over meetings. The first Toastmasters meeting was later held in the basement of a YMCA.

Since then, Toastmasters has grown to more than 300,000 members in more than 18,000 clubs in 120 countries. Club members mentor each other in a formal meeting environment as they learn the art of speaking, listening and thinking, which help improve communication and leadership skills.

Smile Wrappers meetings include prepared speeches, thoughtful evaluations of the prepared speeches and an impromptu session called Table Topics, which encourages members to think on their feet and speak

without preparation on a presented topic. This is one of the reasons why McKee Foods has made Toastmasters training an integral part of employee education and development.

Everyone joins Smile Wrappers for different reasons. We have all been where you are now, deciding whether or not to join. Not only will you be praised and applauded, you will receive pointers and develop skills without even realizing it. And it works!

Check out one of our Toastmasters Smile Wrappers meetings every other Tuesday or Thursday from 11:30 a.m. to 12:30 p.m. (go to Via and under Collegedale Links, click *Toastmasters*). We look forward to seeing you!



December 2016 Article announcing our training

LOCALnotes TENNESSEE

McKee

This training is for you!

by Jocelyn Loza, vice president of Public Relations, Toastmasters Smile Wrappers

Toastmasters Smile Wrappers will hold a training session Tuesday, Dec. 20, at 11:30 a.m., in the Chattanooga Room. It will be centered on speaking effectively to others and working well with others. Our goal at Smile Wrappers is to make Toastmasters training an integral part of employee education and development.

All of us in Toastmasters work together for an organization with a noble purpose — to empower individuals to become more effective communicators and leaders. Providing effective training for you is a critical

element to create a successful club.

We want this training session to motivate all those who attend to grow their leadership and communication abilities. Without motivation, even the most skilled team of seasoned professionals are unlikely to achieve great things. A highly-motivated group of talented people, on the other hand, can move mountains.

Sign up for this training now — you don't have to be a Toastmasters member to participate. To register, call Valerie Phillips, vice president of education, at Ext. 22830.



This training is for you!

BE THE LEADER YOU KNOW YOU ARE

Alex Paul Loza Exhibition Is Thursday At Arts Build

Sunday, January 21, 2018



Alex Paul Loza

SAPIYKUNAPAQ: My Roots, Mis Raíces exhibition will be Thursday at ArtsBuild, 301 E 11th St., from 5:30-7:30 p.m. The exhibition portrays artist Alex Paul Loza's Peruvian heritage, from ancient indigenous folktales to the encounter between the Incas and the Spanish conquistadors. It also highlights the Peruvian indigenous culture, African and European cultural influence.



"Mr. Loza said, "The inspiration behind these paintings is a reconnection with my Peruvian roots and a response to young U.S. born Latinos who experience a disconnection with their Latino heritage. I can relate as I too experienced this disconnection during my adolescence. Only by connecting to our roots, we will understand who we are and at the same time construct a better appreciation for other cultures and opinions."

Rodney Van Valkenburg, the director of grants and initiatives at ArtsBuild, said, "I appreciate the multi-layered impact of the 'Embracing Your Raíces' series. The series celebrates the significant work of a local artist and explores historical and cultural influences within his personal story. It is a great example of an arts integrated project that blends all of these aspects into a cohesive, unified series."

"The Equity in the Arts grant program was designed to shine a bright light on the impressive talent among local African American and Latino artists. This project by artist Alex Paul Loza is an outstanding example that we are meeting the program's goals."

Mr. Loza's exhibition was first displayed at John C. Williams Art Gallery on Southern Adventist University campus in Collegedale. He hopes that after attending this exhibition, "you take the opportunity to discover or rediscover your roots, bond with peoples of diverse cultures and celebrate each other's similarities and differences."

Alex Paul Loza is a visual artist based in Chattanooga with his heart for social advocacy and a deep appreciation of figurative narrative art. He received his BFA from the American Academy of Art in Chicago (2001). With more than 15 years of experience, he has been commissioned to paint portraits for private collectors throughout North and Latin America. He has led, created and collaborated with national muralists in several public art projects in Chicago and Chattanooga. Learn more at alexpaulloza.com.

Community Invited To Participate In First Latino Mural Project Painting Party

Thursday, May 10, 2018



First Latino mural project painting party will be held May 27

Local visual artist Alex Paul Loza invites the community to participate in a paint party on Sunday, May 27, from 2-5 p.m. The paint party will be at Carniceria Loa, 1500 S. Broad St., and participants will help paint Chattanooga's first Latino mural.

Mr. Loza is creating this mural in Chattanooga's Board street neighborhood with the assistance of three other local artists. The mural will occupy the large wall of Carniceria Loa facing the pedestrian sidewalk on Main Street and will be visible to drivers on Broad Street. In addition to serving as visual enhancement for the surrounding community, the mural will serve as a celebration of similarities and diversity within the Latino community, as well as represent the importance of education, creativity, determination and caring spirit we inherit from our families, he said.

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"The purpose of my art, especially public art, is to use a visual language to engage, uplift, unify and inspire the viewers regardless of their cultural background," said Mr. Loza.

This mural project is possible through ArtsBuild's Equity in the Arts grant program.

Mr. Paul Loza is a visual artist based in Chattanooga with his heart for social advocacy and a deep appreciation of figurative narrative art. He received his BFA from the American Academy of Art in Chicago. With more than 15 years of experience, Mr. Loza has been commissioned to paint portraits for private collectors throughout North and Latin America. He has lead, created and collaborated with national muralists in several public art projects. Connect with Mr. Loza on Facebook, follow on Instagram or visit his website at alexpaulloza.com.

FOR IMMEDIATE RELEASE: (September 5, 2018)

Dreaming Forward/Soñando
Alex Paul Loza – First Latino Mural of Chattanooga

Chattanooga, TN – Local visual artist, Alex Paul Loza will showcase a new mural inspired by the diversity within the Latino/Hispanic community in our Scenic City of Chattanooga. The mural unveiling is Sunday, September 16th at 3:00 PM on the pedestrian walkway of Carniceria Loa prime location, 1500 Broad Street, Chattanooga, TN.

This mural is part of Arts Build Equity in the Arts grant program to integrate public diverse art into our community space. The grandiose 40'x 11' mural will celebrate the Indigenous, African, European and Asian influences in the Latino culture depicted in large figures of children, our city's present and future. The mural imagery made with a colorful palette with indigenous textiles as the children aspire to dream of their future.

"One of the great values of Alex Paul Loza's mural project, is the opportunity for our community to celebrate a cultural group in Chattanooga that hasn't been recognized. The infusion of Loza's Peruvian heritage and background enriches his murals. He is an arts educator and has been extremely accessible to the community by providing artist talks and demonstrations. It is also important to recognize that the quality of his artwork is exceptional." said Rodney Van Valkenburg, Director of Grants and Initiatives from Arts Build

"As a Latino and visual artist, I felt compelled to create a public artwork in which Chattanooga's Latino community, specifically our children, can see themselves as part of the community and find inspiration as we all help pave the path for their future. This mural can serve as a talking point by connecting cultural heritage to contemporary life as it beautifies our neighborhood, increase residential empowerment and teach equity." said fine artist and muralist, Alex Paul Loza.

The event will include a speaking program by artist Alex Paul Loza, Rodney Van Valkenburg, Director of Grants and Initiatives from Arts Build and the inauguration of the mural.

This free event is family friendly and open to the public.

About the Artist: Alex Paul Loza is a visual artist based in Chattanooga with his heart for social advocacy and a deep appreciation of figurative narrative art. He received his BFA from the American Academy of Art in Chicago (2001). With more than 15 years of experience, Loza has been commissioned to paint portraits for private collectors throughout North and Latin America. He has lead, created and collaborated with national muralists in several public art projects in Chicago and Chattanooga. Learn more, alexpaulloza.com.

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CONTENT

FREELANCE WORK PRESS RELEASES

August 28, 2019

For Release Immediately

For more information, contact Ross Hetrick at 717-253-0099 or contact@thaddeusstevenssociety.com

The Thaddeus Stevens Society has contracted with Alex Paul Loza of Chattanooga, TN to sculpt a statue of Thaddeus Stevens, one of the greatest statesmen in United States history. The monument is to be located in Gettysburg, PA.

“This is a giant step in honoring a man who did so much for Gettysburg, the state of Pennsylvania and the nation,” said Ross Hetrick, president of the Stevens Society. “The statue will be a magnificent work capturing the spirit of the Great Commoner.” he said.

The 6-foot bronze monument is expected to be completed in late 2021 or early 2022, in time for its dedication in April 2022, which will also mark the 230th birthday of Stevens. When completed, the sculpture will be only the second Stevens statue in existence. The first statue is at the Thaddeus Stevens College of Technology in Lancaster. The Stevens Society is currently investigating various locations for the Gettysburg statue.

Stevens, who lived from 1792 to 1868, was the most powerful congressman during and after the Civil War and was instrumental in freeing the slaves and then trying to protect them after the war. He is also the father of the 14th Amendment, the single most important Constitutional amendment requiring equal treatment under the law and extending civil liberties to the state level.

Living in Gettysburg, PA, from 1816 to 1842, he helped found Gettysburg College and served on its board for 34 years. He is also known as the Savior of Public Education in Pennsylvania for an 1835 speech in the state legislature that turned back a repeal effort of the one-year old state education system. He is buried in Lancaster, PA, where he lived from 1842 to 1868.

“My goal with the monument is to highlight Stevens’s determination and never-ending stance to fight for the less fortunate,” said sculptor Loza. “To visually and emotionally communicate this message I decided to place his body weight on his club foot and walking stick while his right foot is set to take another step forward. His left hand clings to his cane to reinforce his drive to always move onward, while the other hand is very close to his heart protecting and holding his legacy, the 13th, 14th and 15th Amendments.” he said.

Loza, 41, is a native of Lima, Peru, and has lived in Tennessee since August 2010. A graduate of the American Academy of Art in Chicago, he has 20 years of experience in using clay and paint to immortalize people and their stories. His goal is to bring diverse communities together and reveal the profound inter-connectedness of all people. He was selected as the sculptor after a nation-wide search that involved 20 submissions.

Loza’s best known works are Chattanooga’s first Latino public mural called “Dreaming Forward/Soñando,” and the first and only life-size bust of Dr. Emma Rochelle Wheeler, Chattanooga’s first African-American physician.

The Thaddeus Stevens Society, a 20-year-old non-profit group dedicated to promoting Steven’s legacy of equality and education, began fund-raising for the statue in November 2015. A large contributor to the effort is Michael Charney, a retired educator and teachers’ union vice president in Ohio. “I am happy to make a major donation to fund the statue of Thaddeus Stevens so that we can continue to seize the narrative of historical memory from those who would diminish the power of Thaddeus Stevens and other elected officials committed to racial equality,” Charney said.

FOR IMMEDIATE RELEASE: (March 5, 2020)

CHI Memorial Hospital Named as Chattanooga Red Wolves SC First Professional Soccer Stadium

Chattanooga, TN - In a press conference this afternoon, CHI Memorial Hospital announced the naming of the first professional soccer stadium to open in the state of Tennessee.

CHI Memorial Stadium will host the Chattanooga Red Wolves Soccer Club, the Chattanooga Lady Red Wolves, occasional various professional men's and women's exhibition games, USL League Two Dalton Red Wolves and college national championships. The stadium will also host year-round non-sporting events such as festivals, concerts, family friendly activities and community gatherings.

"We are excited to be able to contribute not only to the appreciation and growth of soccer, but to the community as a whole," said Janelle Reilly, CEO of CHI Memorial Hospital. "We've been fans of this project since its inception and are excited to take our dedication to health and wellness to the next level through this new partnership."

The 5,500-seat CHI Memorial Stadium will be a state-of-the-art, soccer-specific facility including sky suites, concessions, merchandise, staff offices, locker rooms and space for the team to meet. The player area will include five locker rooms, film room, satellite gym, physical therapy and recovery room, coaching offices, and a dining hall for players.

"CHI Memorial is a great fit for this partnership," said stadium developer and Chattanooga Red Wolves owner Bob Martino. "They share our values and vision for the area and consistently demonstrate a philanthropic commitment to bringing people together and building community. It has been important to us to privately fund the stadium so public funding can go towards supporting public schools and city infrastructure. Major partnerships like this make that possible. We look forward to joining their mission of encouraging a stronger, more connected community."

CHI Memorial Stadium will serve as the anchor of the \$125 million surrounding development, spurring over one thousand new jobs and millions of dollars of investment into the development and Hamilton County as a whole. Since the original stadium announcement, Top Golf, Champy's Chicken, and Jonathan's Grill have announced investments in the surrounding areas. When the development is complete, the economic halo effect is expected to generate between \$6 to \$7 million in tax revenue each year.

"This partnership continues to elevate the single largest private investment and economic boost in the history of East Ridge," said East Ridge Mayor Brian Williams. "We very much appreciate their decision to invest not only in East Ridge, but Hamilton County and the state of Tennessee. Their decision has inspired other local and national companies to choose East Ridge for future investments all while utilizing private funds to do so. Today, we thank them for their shared vision and leadership."

On top of economic growth, CHI Memorial Stadium will serve as a spark in turning the area into a sports tourism epicenter.

"This innovative regional venue and Chattanooga Red Wolves professional soccer team have already provided the opportunity to pursue multiple new sporting events that will drive incremental community benefits through sports tourism," said Tim Morgan, president of Chattanooga Sports Committee, a division of the Chattanooga Visitors Bureau.

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FREELANCE WORK
PRESS RELEASES

CHI Memorial Stadium is expected to host games for the Chattanooga Red Wolves' upcoming second season in USL League One. The naming rights deal marks a massive step forward for the development which will ultimately include hotels, restaurants, bars, retail, condos, apartments, office space and a convention center.

About CHI Memorial Hospital

CHI Memorial is a not-for-profit, faith-based healthcare organization dedicated to the healing ministry of the Church. Founded by the Sisters of Charity of Nazareth and strengthened as part of Catholic Health Initiatives, it offers a continuum of care including preventative, primary and acute hospital care, as well as cancer and cardiac care, orthopedic and rehabilitation services. CHI Memorial is a regional referral center of choice with 3,500 associates and more than 600 affiliated physicians providing health care throughout Southeast Tennessee, North Georgia and Northwest Alabama. To learn more, visit www.memorial.org.

About Chattanooga Red Wolves SC

Founded in 2018, Chattanooga Red Wolves SC is a professional soccer club in Chattanooga, Tenn. The USL League One founding member is led by business executive Robert Martino and President Sean McDaniel. The club is constructing a state-of-the-art 5,500-seat soccer-specific stadium in Chattanooga for the 2020 season. For more information, visit <https://www.chattanoogaredwolves-sc.com/>

###

How to Defuse Panic During a Crisis

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The whole world could use a talented crisis manager right about now.

COVID-19 Coronavirus is spreading rapidly around the world and panic seems to be spreading faster than the disease itself.

As a marketing and public relations agency, we specialize in crisis management. We've had a busy month working with our clients to manage crises and create statements due to Coronavirus concerns.

In any crisis, there are clear principles that can apply to any company, government, or

In any crisis, there are clear principles that can apply to any company, government, or institution. We wanted to share some tips to get you started.

Steps to manage a crisis. Be sure to understand the three general crisis principles,

1. Get the facts (no fake news)
2. Communicate these facts responsibly
3. And know your audience (very important as it sets the tone of your message)

The first thing to do in an emergency is to
“understand the facts of the situation.”

Sounds easy, however, we are human, and our first instinct may be to panic and respond hastily. We recommend not to communicate when you are unsure of the information especially during any health emergency as facts are vital.

Poor communication can cause confusion and
unnecessary fear.

For example, the [Centers for Disease Control and Prevention](#) are doing a great job in publishing information on the coronavirus however elected officials and local government may extract vital information hence lost in translation.

Steps to take after a crisis

After all is said and done, and life has returned to “normal” after any crisis is important to start strategizing immediately on how to restore your company’s procedures and productivity, while being alert not to allow the virus to re-emerge in the process.

Many companies have moved their entire workforce online need to plan a smooth transition back to a physical office environment. Particularly city governments who have placed cities on lockdown need to figure out how and when to let people resume their normal lives.

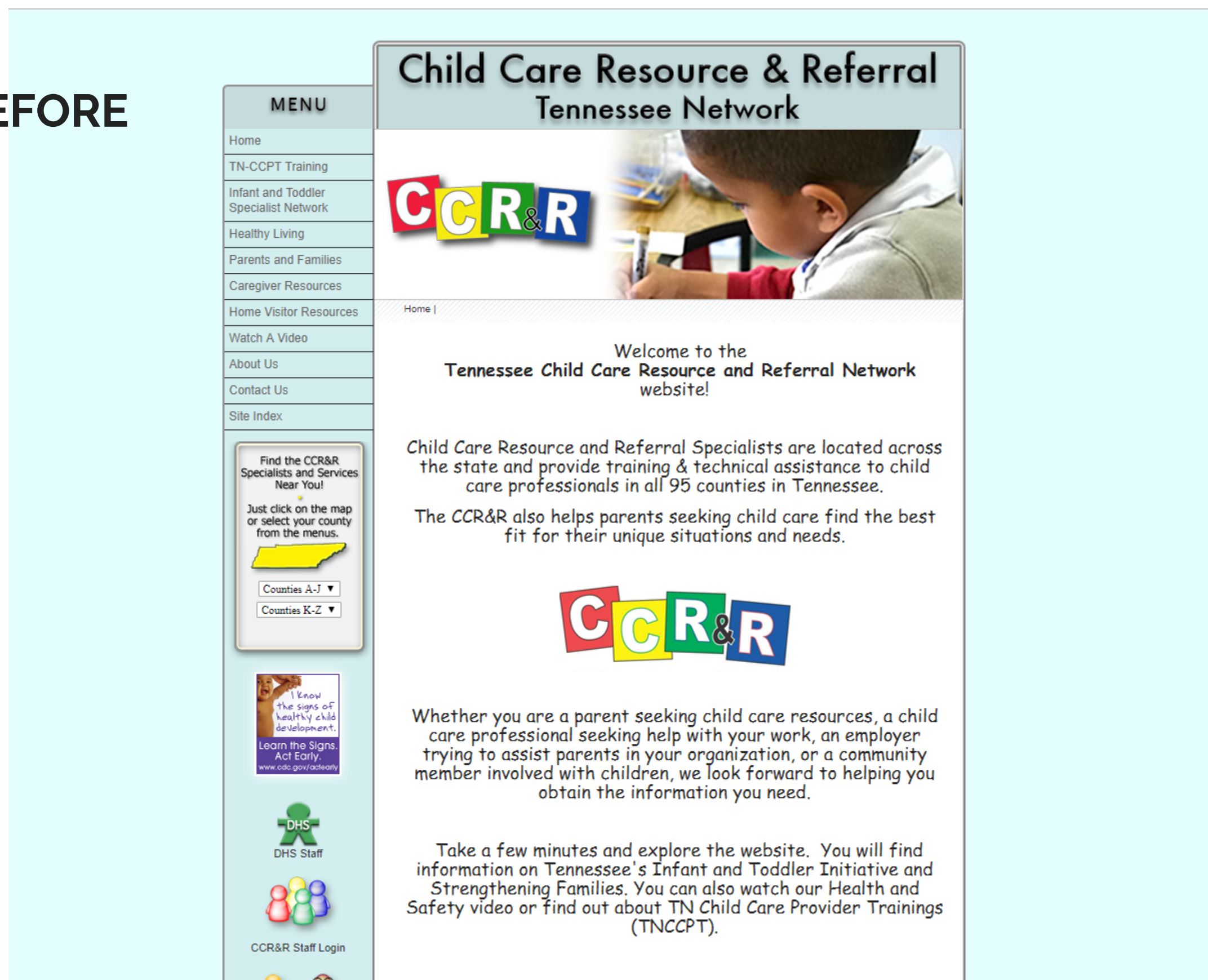
It is very important to look ahead and remember there’s a rainbow always after the rain.

VISUALS

CORPORATE WORK

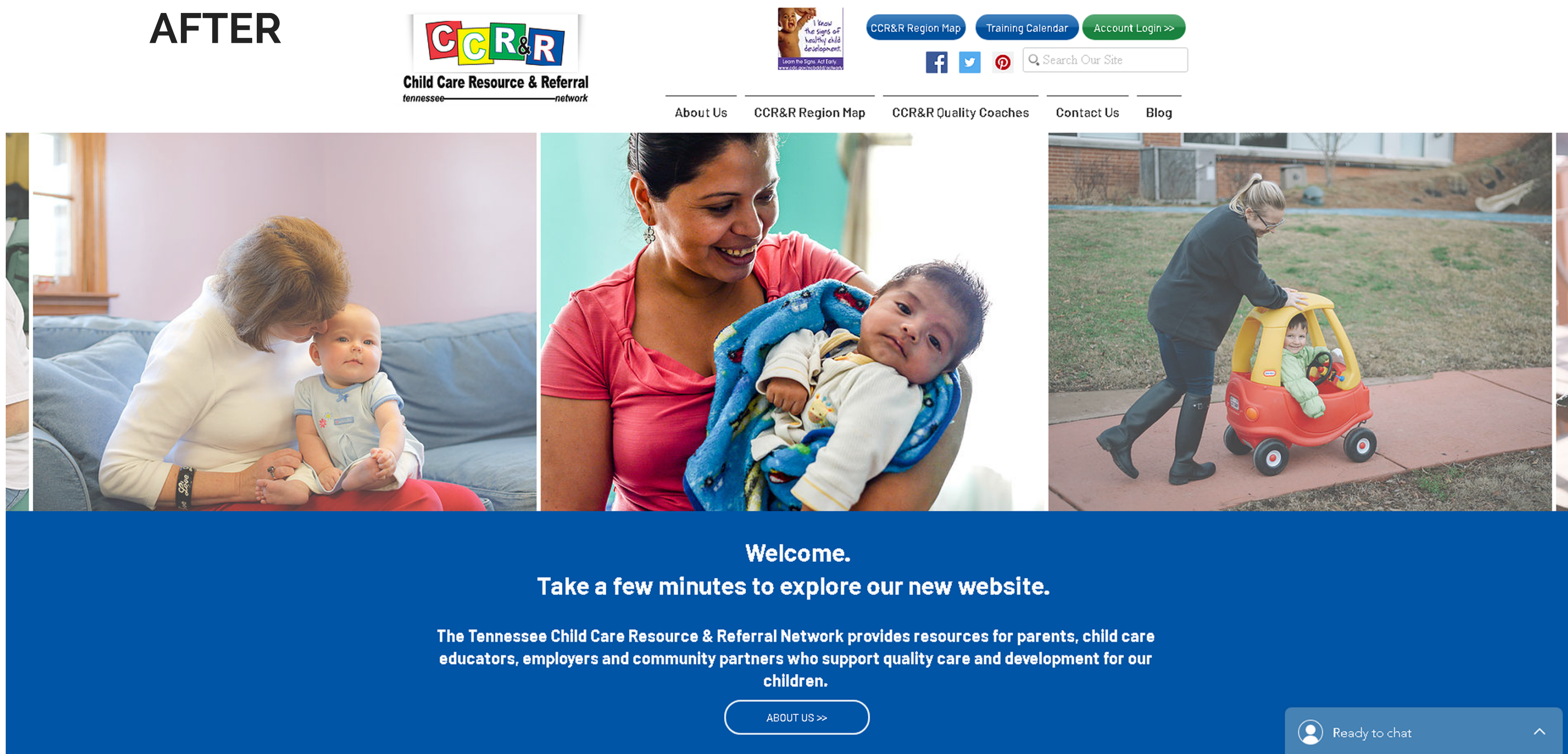
REVISION OF TN CHILD CARE RESOURCE & REFERRAL WEBSITE AND SOCIAL MEDIA MANAGEMENT

BEFORE



← → ↺ https://www.tnccr.org

AFTER



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CORPORATE WORK

TN CHILD CARE RESOURCE & REFERRAL MARKETING MATERIALS

Informative flyer

We assist families seeking quality child care and help them find the best fit for their unique needs.

Whether you are a parent seeking child care resources, a child care professional seeking help with your work, or an employer trying to assist families in your organization, we help you obtain the information you need.



Quality Child Care starts here.

Learn about our Quality Coaches

CCR&R Quality Coaches located across TN and provide training & technical assistance to child care professionals in all 95 counties



Contact us
423-698-8528
tnccrr.org

This project is funded through a grant with the Tennessee Department of Human Services and Signal Centers, Inc.

Infographic

Quality Child Care for all TENNESSEE CHILDREN



Provide resources for parents, child care professionals, employers and the community that support quality care and development of our children.

WE WORK FOR YOU

CCR&R QUALITY COACHES

provide free workshops, onsite assistance and coaching to support excellence.



HEALTH SAFETY & WELLNESS
QUALITY COACHES
provide health, safety and wellness assistance and resources to child care professionals and families.

INFANT & TODDLER
QUALITY COACHES
provide high quality workshops and coaching for childcare professionals caring for children birth to 3 years and provide information to families searching for quality child care.



FAMILY
ENGAGEMENT
QUALITY COACHES
work to strengthen families, support consumer education and help child care professionals engage families.

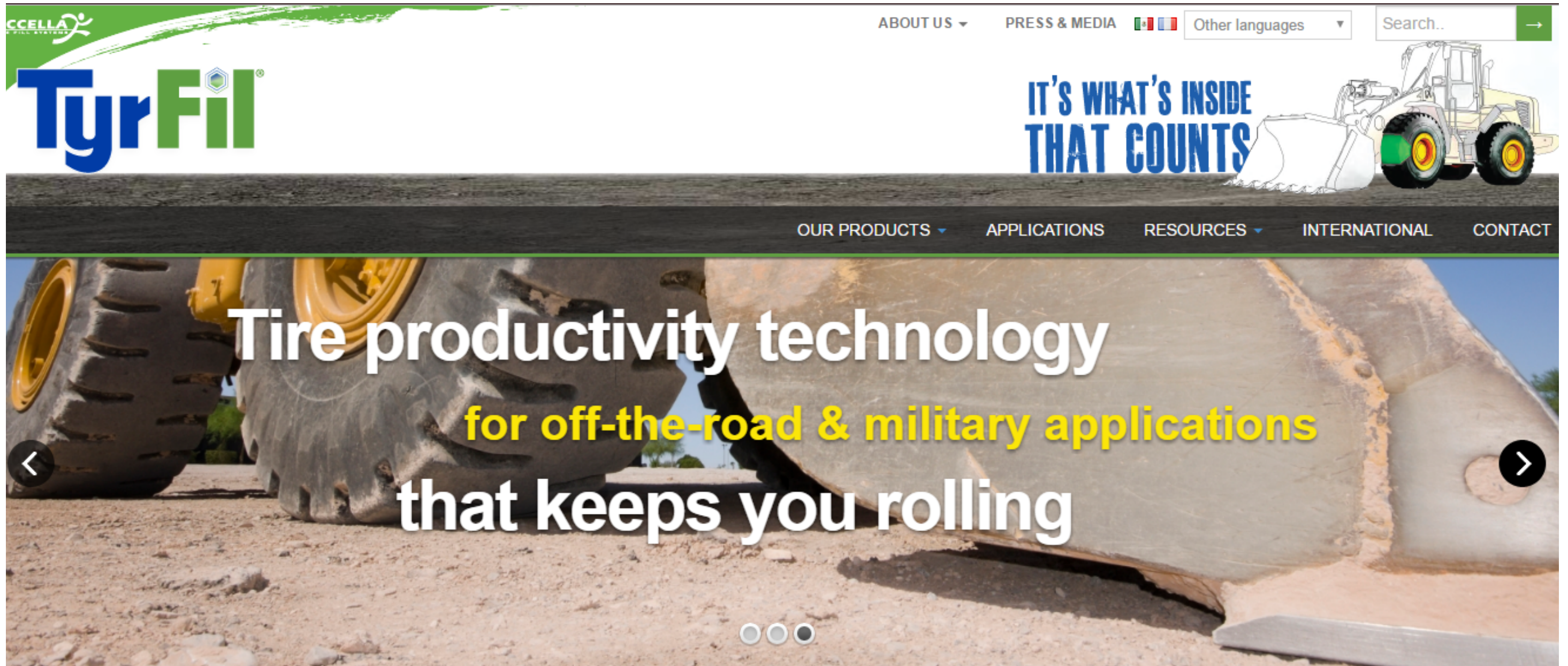
For more information, www.tnccrr.org

This project is funded through a grant with the Tennessee Department of Human Services and Signal Centers, Inc.

VISUALS

CORPORATE WORK

PATHWAY POLYMERS WEBSITE MANAGEMENT AND SPANISH CONTENT CREATION



VISUALS

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TRUE NORTH CONTENT FOR BLOG AND EMAIL MARKETING



TRUE NORTH
CUSTOM

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WHAT WE DO

HOW WE DO IT

BLOG

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(423) 305-7692

ENGAGING MULTIPLE AUDIENCES THROUGH STRATEGIC CONTENT MARKETING

By: Jocelyn Loza, 1/22/14

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CHACEE - CHATTANOOGA ASSOCIATION FOR CHILDREN'S EARLY EDUCATION WEB DEVELOPMENT

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Welcome

About Us

Chattanooga Association for Children's Early Education (ChACEE) is the professional association for early childhood educators and serves Bledsoe, Bradley, Grundy, Hamilton, Marion, McMinn, Meigs, Polk, Rhea and Sequatchie Counties.

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Please complete the form below to obtain additional information about our organization or send question(s)/comment(s).

We will reply to your request soon.

Thank you.

* INDICATES REQUIRED FIELD

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EMAIL *

COMMENT *

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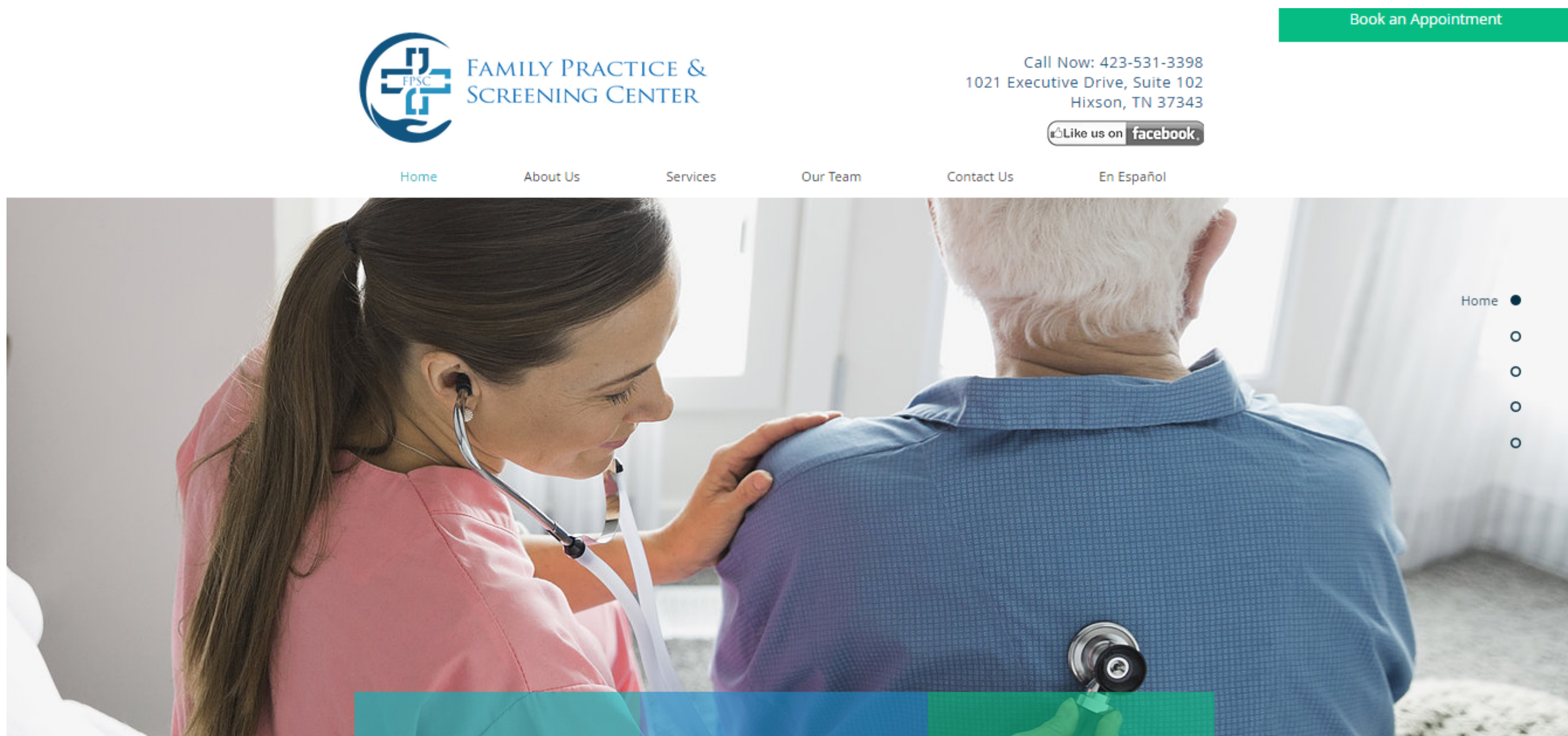
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FAMILY PRACTICE & SCREENING CENTER CONTENT CREATION BOTH IN SPANISH AND ENGLISH - LOCATED IN HIXSON, TN



ABOUT US

Our Story

Family Practice & Screening Center (FPSC) is a unique multi-disciplinary practice that incorporates clinical expertise and state-of-the-art technology with individualized patient care. Our team of medical professionals and board certified physician in Hixson offers comprehensive solutions for both medical and cosmetic skin concerns.

FPSC was founded by Dr. Luis Alberto Gomez and Eduardo Gallardo with the intention of providing men and women the same standard of care found at health centers in the comfortable setting of a private practice.

Our Mission

FPSC is devoted to using the latest research and technology available while providing our patients with the same level of expediency and customer service as a primary care physician. Each member of the staff is committed to caring for the total well-being and health of our patients.

Nuestra Historia

Family Practice & Screening Center (FPSC) es una práctica multidisciplinaria única que incorpora la experiencia clínica y tecnológica de última generación con el cuidado individualizado del paciente. Nuestro equipo médico y de doctores certificados ofrecen soluciones integrales para problemas médicos, dermatológicos y cosméticos de la piel.

FPSC fue fundada por el Dr. Luis Alberto Gómez y Eduardo Gallardo, NP con la intención de proporcionar a todos los pacientes, el mismo nivel de atención que se encuentra en los centros de salud que gozan del ambiente confortable de una práctica privada.

Nuestra misión

Ofrecer a nuestros pacientes una atención basada en la calidez humana y el bienestar de su salud integral, con el fin de proporcionarles una mejor calidad de vida, mediante los servicios de un personal calificado y comprometido a brindar una atención personalizada, eficiente y con estándares de calidad.

Nosotros

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FAMILY PRACTICE & SCREENING CENTER SOCIAL MEDIA CONTENT
MANAGEMENT AND MARKETING MATERIALS



CONSULTA ESTETICA GRATIS

TRATAMIENTO DE ENFERMEDADES DE LA PIEL

SERVICIOS DE COSMETOLOGIA Y MEDICINA GENERAL





Dr. Luis Alberto Gomez
Eduardo Gallardo, NP

TODO EL PERSONAL HABLA ESPAÑOL

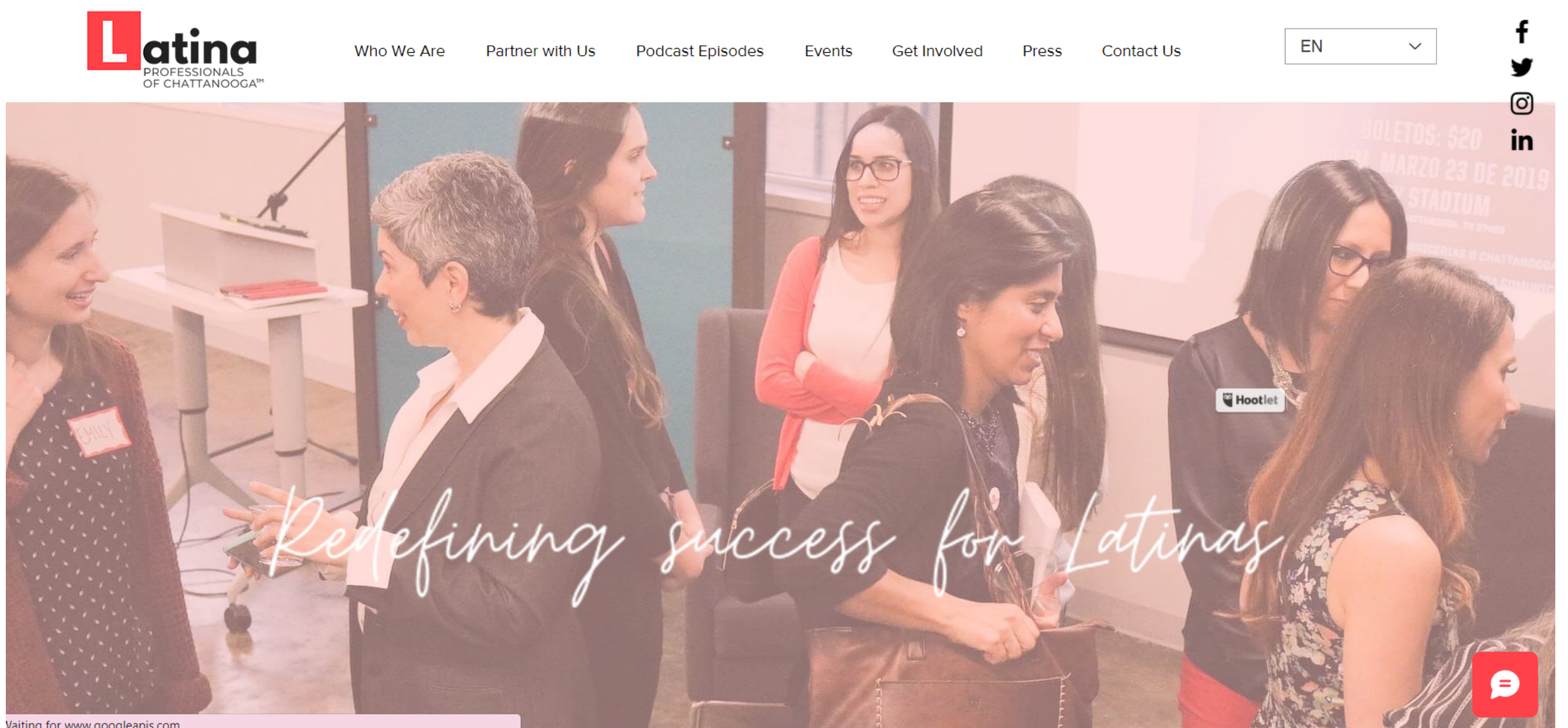
423-531-3398
e-mail: fpscmed@gmail.com
1021 Executive Drive, Suite #102 Hixson, TN

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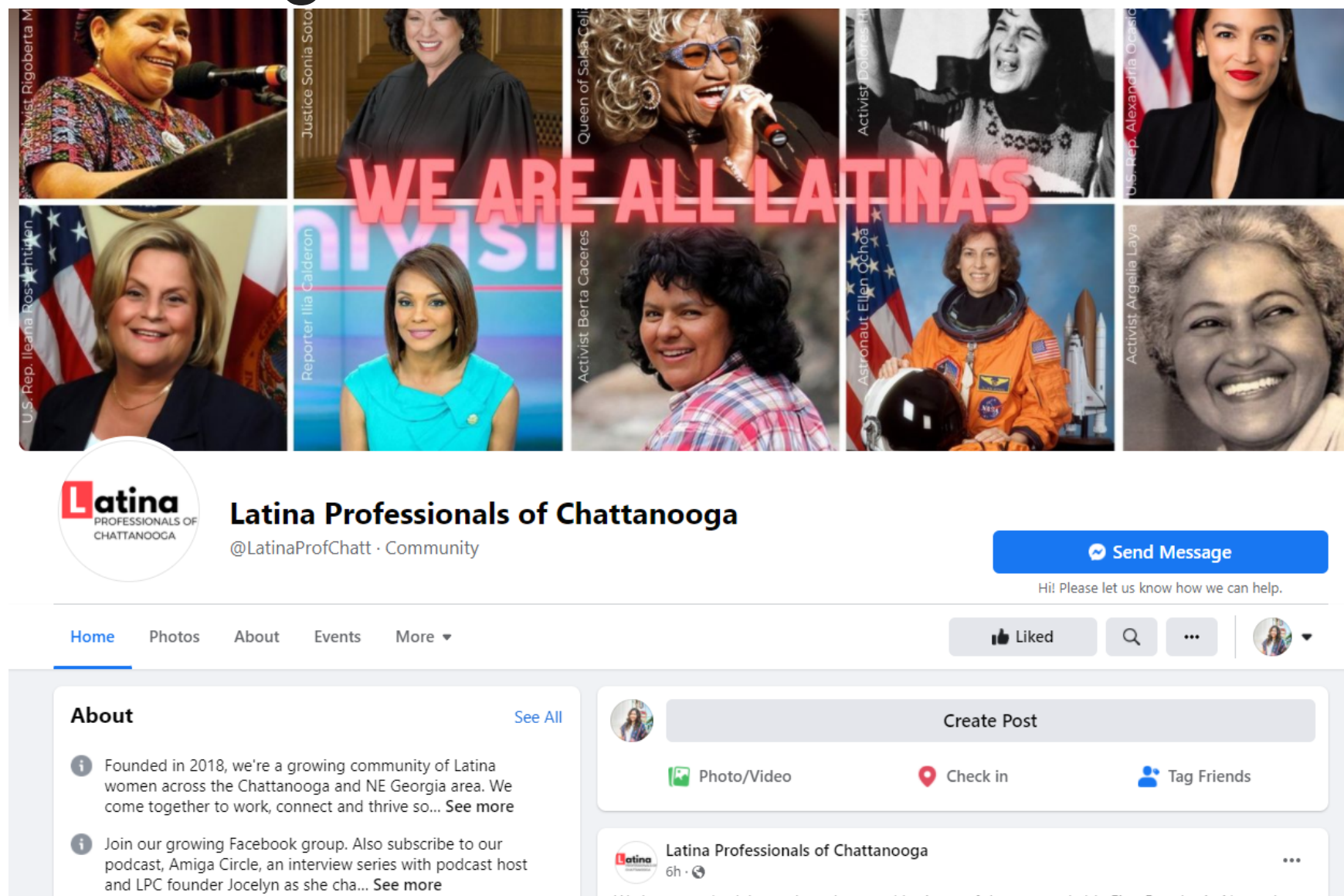
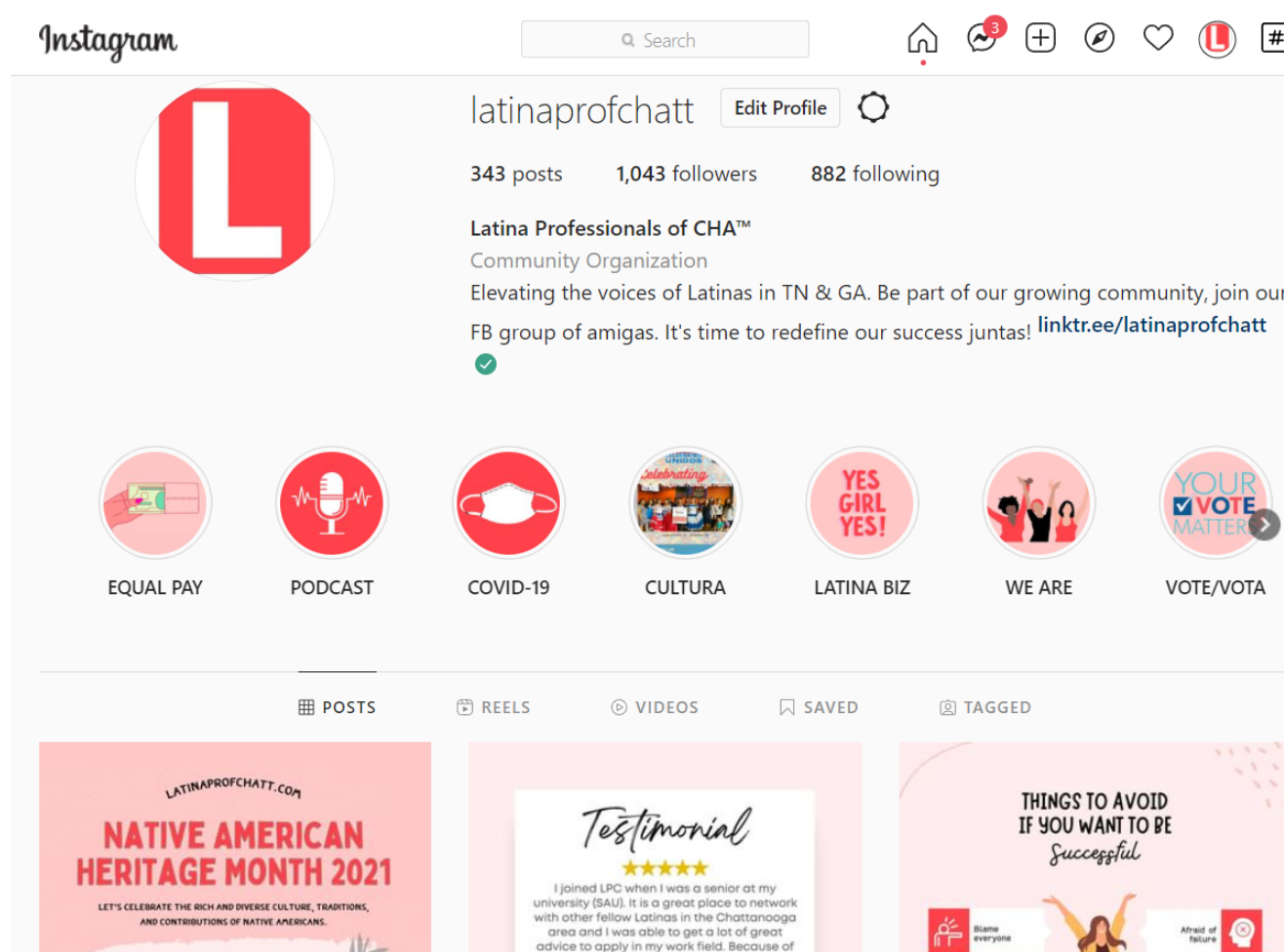
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LATINA PROFESSIONALS OF CHATTANOOGA WEBSITE DESIGN, SOCIAL MEDIA MANAGEMENT AND LOGO DESIGN - LATINAPROFCHATT.COM



social media management



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LOGO DESIGNS FOR DIFFERENT CLIENTS



CONNECT WITH CHATTANOOGA



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PROMOTIONAL MATERIAL FOR BOARD CONNECTOR, VENTURE FORWARD TRAINING AND UTC LATINA PROFESSIONALS HISPANIC HERITAGE MONTH.



Join Venture Forward and Board Connector for a 3 - Part Diversity Board Training Series

DIVERSITY BOARD TRAINING

June 6th, 13th & 20th at United Way of Greater Chattanooga
from 11:30 am - 1:00 pm

Venture Forward (formerly CNP) Members \$75 / Non-Members \$100
Register online at <https://www.ventureforwardnow.org>



TEN CONNECTORS you need to meet in Chattanooga

register www.boardconnector.org
FREE for Board Connector Members/\$15 for Non-Members

June
28th

5:30 p.m. - 7 p.m.

The Camp House
149 E M L King Blvd,
Chattanooga, TN 37402

IN PARTNERSHIP



HISPANIC HERITAGE MONTH NETWORKING LUNCHEON

THURSDAY, OCTOBER 4, 2018
1:00 P.M. - 3:00 P.M.
TENNESSEE ROOM ON CAMPUS

In partnership with the University of Tennessee in Chattanooga Multicultural Office



www.latinaprofchatt.com

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FREELANCE WORK

I HEART CHATT WEBSITE DESIGN, SOCIAL MEDIA MANAGEMENT AND LOGO DESIGN - IHEARTCHATT.COM



INSTAGRAM CAMPAIGN - FEATURE YOUR PHOTO OF CHATTANOOGA TO PARTICIPATE IN THE #IHEARTCHATT DAILY FEATURE:

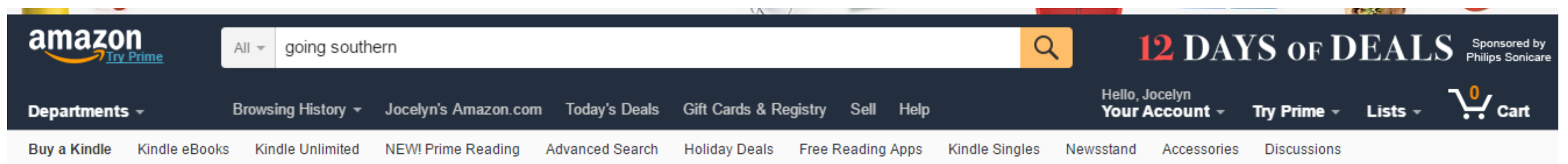
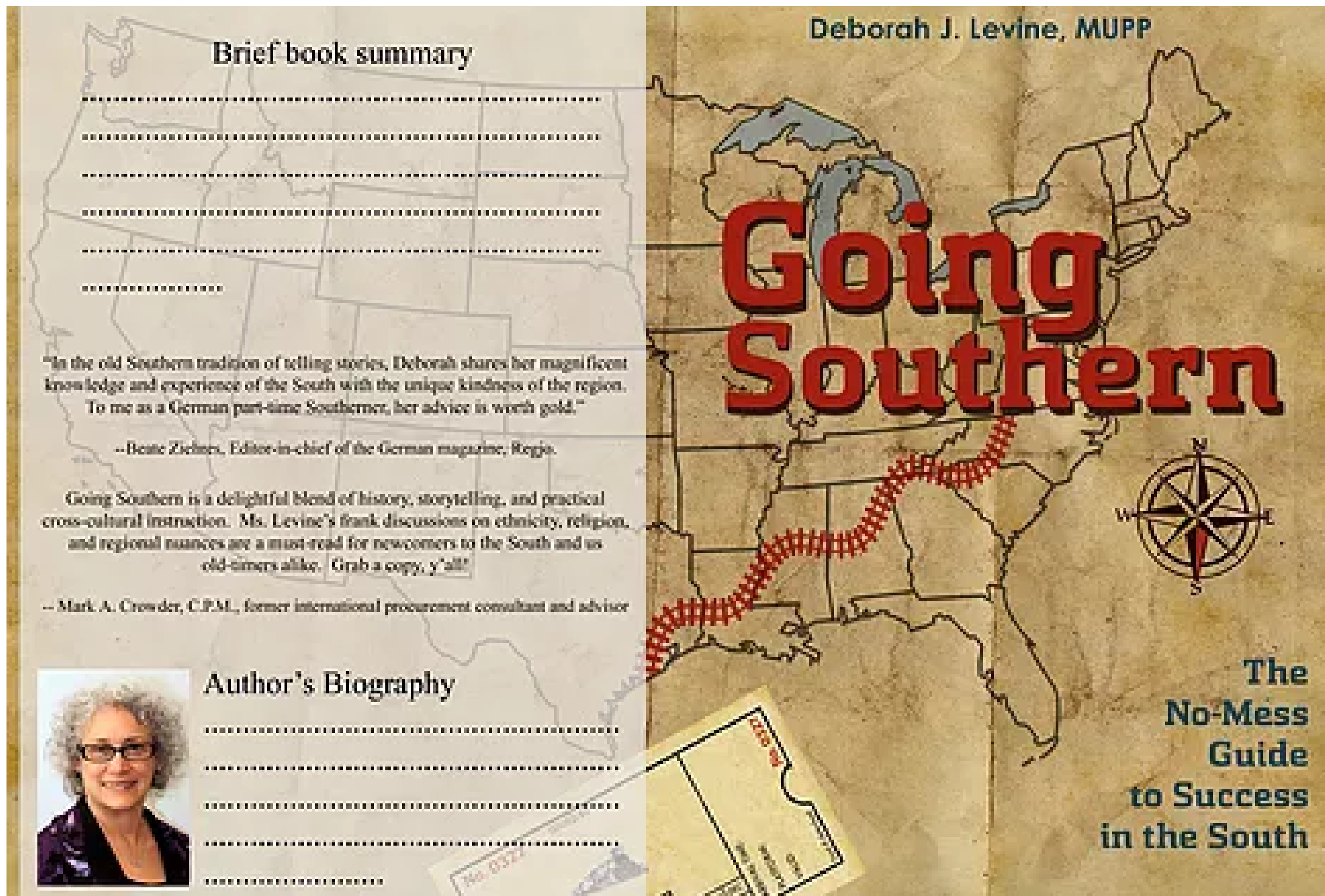
1. FOLLOW @IHEARTCHATT
2. TAG YOUR PHOTOS WITH #IHEARTCHATT
3. MENTION THE NAME OF THE LOCATION IN TN -----

PHOTO COURTESY OF @

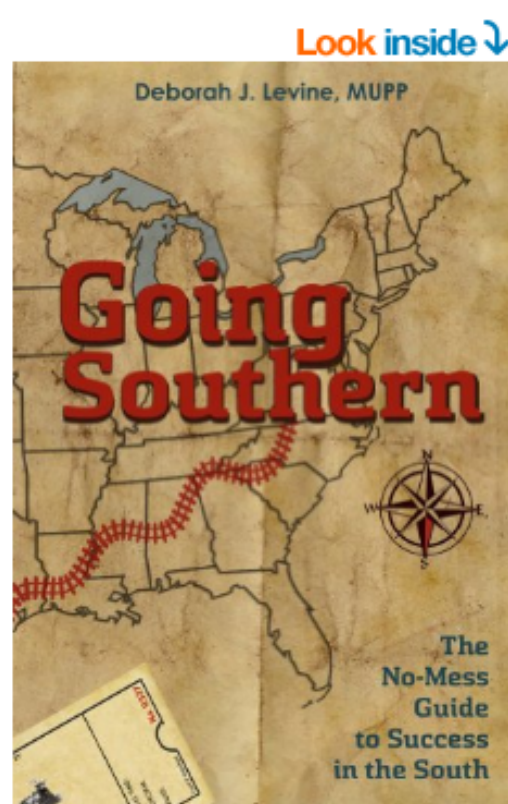
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FREELANCE WORK

BOOK COVER DESIGN FOR LOCAL AUTHOR DEBORAH LEVINE- GOING SOUTHERN



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by Deborah J. Levine (Author), Dr. Roger E. Brown (Foreword)

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