

Form Name: 2021 PEC Commissioner Application  
Submission Time:  
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## Item #7a - Flores Application

### Public Ethics Commission Application

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#### Contact Information

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Name	Paxcelli Flores
Address	
Phone	
Evening Phone	
Email	.il.com

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#### Please answer the following questions

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Are you an Oakland resident? Yes

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Years of residency in Oakland 3

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Your City Council District District 6

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List any City of Oakland Boards or Commissions (including this Commission) on which you currently or have previously served: none

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Do you attest that you already have or will attend a PEC meeting before your final interview with the Commission? Yes

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If you said yes to the previous question, please let us know what date you attended or will attend. 11/1/2021

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Are you currently employed by the City of Oakland or do you have any direct and substantial financial interest in any work, business, or official action by the City? No

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Are you currently or are you planning to run for elective office in Oakland? No

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Are you currently or are you planning to endorse, support or oppose an Oakland candidate or ballot measure?

No

Are you currently or are you planning to work on behalf of an Oakland candidate or ballot measure?

No

Are you a registered Oakland lobbyist?

No

Are you required to register as a lobbyist?

No

Do you receive compensation from an Oakland lobbyist?

No

Do you receive gifts from an Oakland lobbyist?

No

List any languages other than English that you speak fluently.

Spanish

How did you hear about this vacancy?

The Oaklandside

### Supplemental Questions

1. Why do you want to serve on the Public Ethics Commission?

I think it would be a cool thing to do to uphold accountability.

2. What skills and experience will you bring to the Commission? (Include any governmental experience, activities with civic and business organizations, neighborhood groups, or any other experience that would contribute to your effectiveness as a Commissioner.)

I can bring my lived experiences as well as professional and academic background. I am also fluent in Spanish and am an immigrant. My perspective is unique.

3. What issues, projects, or goals would you like to pursue while serving on the Commission?

Uphold accountability, community engagement and equitable results for all districts.

4. What do you think are the City's most pressing ethics, campaign finance, or transparency challenges?

Creating opportunity for all people, equitable distribution of funds and police oversight

5. What else would you like the subcommittee to know as your application is considered?

I am a curious individual, never have done this before. I don't have any political aspirations just want to make sure the City I live in is a great place to live for all its residents.

Please provide two references

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## Reference 1

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Name	Lin Chin
Address	[REDACTED]
Phone	[REDACTED]
Email	[REDACTED] mail.com

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## Reference 2

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Name	Janina Navarro
Address	[REDACTED]
Phone	[REDACTED]
Email	[REDACTED] com

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## Submit your resume

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Upload your resume	[REDACTED]
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## Sign and submit application

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Signature	[REDACTED]
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Date/Time	Oct 29, 2021
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## PAXCELLI FLORES

5 [www.linkedin.com/in/Paxcelli](https://www.linkedin.com/in/Paxcelli)

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### **Private and Nonprofit Sector Administration and Management**

*Progressive Leader Focused on Collaboration, Relationships, Process & Equitable Results*

Over eight years of cross-sector leadership leveraging strategic partnership, launching high impact programs and building resourceful organization systems. Experienced program manager with expertise balancing innovation, pragmatism and sustainable results. Highly interactive trainer and coach for program impact and high participant engagement. Specializing in strategic communication.

Operational Management

Project Management

Brand Management

Stakeholder & Key Account Management

Community Engagement

Cross Functional Team Leadership

Market Research & Analytics

Strategic Planning

Communication

Bilingual Spanish & English

### **Career Highlights**

- Designed a marketing strategy and led a team of 6 to create a growing social media presence resulting in a tripling of program participation
- Directed 25 events per year, including virtual public events reaching more than 10,000 program participants and partners in 2018-2021
- Presented policy recommendations to increase program accessibility to the Housing and Community Development Department and Board of Supervisors. All recommendations were approved for implementation

### **Work History**

**January 2021 – Present**

#### **Special Projects Manager, Down Payment Assistance Loan Program, *Hello Housing***

Responsible for driving equitable program growth through the redesign and implementation of the marketing plan. Promoted programs to maximize participation; created on-going programs for participants, real estate agents, and key partners. Directed all marketing communications for the program with a focus on equity.

Activities included – key stakeholder management, working with the Housing and Community Development department of the County of Alameda and city partners, project planning and execution on projects such as community roundtables, as well as training and coaching program partners to ensure alignment with program participation guidelines.

- Designed marketing materials and publicized events through social media, email marketing and community engagements that reached 50,000 unique impressions and increased attendance at stakeholder education programs by 100%
- Conducted ongoing educational workshops for community members and stakeholders, reducing participant attrition by 5% and increasing lender partner participation by 20%
- Planned the overall communication strategy, developed messaging that promoted the programs across various media outlets including traditional television, podcasts and print as well as seminar and conference speaking opportunities, press releases, advertising and social media (e.g. Facebook, Instagram, Twitter, etc.)
- Pursued diversified partnerships with other nonprofit organizations, individuals, and corporations, to raise program visibility, resulting in a 109% increase in social media program awareness

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**2017-2020**

### **Program Associate, Down Payment Assistance Loan Program, *Hello Housing***

- Created, updated, and maintained program databases, spreadsheets, and participant records; developed and streamlined office and meeting procedures; coordinated and participated in all conference calls and meetings and prepared meeting summaries
- Curated and translated social media posts, webpage content and presentations into Spanish across multiple channels and across projects
- Communicated COVID -19 protocols as they affected the program and participants
  - Tracked trends relating to 200 applicants concerned about potential funding implications
  - Analyzed data regarding loan expirations for loans that were impacted by the Shelter in Place order, and advocated for loan reservation deadline changes by the County, enabling participation for 200 aspiring homebuyers
- Led an internal DE&I SWOT analysis
  - Resulted in improved employee morale and recognition from management. This instilled a sense of dedication, commitment and pride for BIPOCs in the organization

**Jan 2018 – Jul 2018**

### **Project Associate, *Conscious Construction***

Responsible for all aspects of office administration including data collection and financial records reconciliation.

Activities included maintaining project documentation, task assignments, scheduling and providing logistical support to project staff and management.

- Managed multiple projects simultaneously; continuous re-prioritizing and delegation of tasks to project team members in Spanish and English
- Collaborated closely with project team on weekly meeting agendas, budgeting, scheduling and administrative tasks necessary for managing the pre-construction phase
- Created database containing over 200 vendor contacts
- Liaison for project manager with Spanish-speaking construction crew of 15 to facilitate conflict resolution

**2015 – 2018**

### **Operations Manager, *Lingruen Associates***

Responsible for the efficient functioning of a busy small business.

Activities included organizing meetings and managing database, creating and implementing new office policies, handling administrative functions, vendor management, inventory management, payroll and providing routine customer service.

- Managed schedules, organized office functions, and oversaw daily operations of office with 10 employees
- Answered, screened and redirected a daily average of 50 telephone calls and 20 emails with professionalism and efficacy
- Provided pre-inspection briefings to a team of five inspectors and post inspection briefings to customers and other stakeholders
- Hired, trained, and on-boarded five new employees

## **EDUCATION/ CERTIFICATIONS**

- M.A. in Professional Communication, concentration in Strategic Communication  
University of San Francisco
- B.S. in Business Administration, concentration in Finance  
San Francisco State University
- LinkedIn Learning Certifications: Diversity, Inclusion, and Belonging/ Inclusive Leadership/  
Communicating about Culturally Sensitive Issues/ Confronting Bias