NICO GASCA

Avondale, Arizona | ngasca@cox.net | 623-377-1566
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ECONOMIC DEVELOPMENT SUPPORT • SMALL-BUSINESS ASSISTANCE • COMMUNITY & PROGRAM COORDINATION

PROFESSIONAL SUMMARY

Municipal public affairs and program coordination professional with 10+ years of local government experience and a strong background in small-business assistance, community engagement, customer service, event coordination, and stakeholder relations. Former City of Surprise employee with direct familiarity with municipal operations and cross-department coordination. Small-business owner who has assisted approximately 12 businesses with websites, marketing, branding, technology, and business-growth needs. Experienced coordinating public programs, business events, elected-official activities, community partnerships, budgets, vendors, digital communications, and multiple concurrent projects.

CORE QUALIFICATIONS

Small-Business Assistance • Customer & Stakeholder Relations • Program & Event Coordination • Municipal Operations • Business & Community Partnerships • Workforce & Career Event Support • Budget Administration • Community Outreach • Public Relations & Marketing • Project Logistics • Reporting & Data Analysis • Digital Communications • Vendor Coordination • Spanish

PROFESSIONAL EXPERIENCE

PUBLIC AFFAIRS SUPPORT SPECIALIST

City of Tolleson, Arizona | 2019–Present

- Coordinate public-facing projects, communications, programs, and event logistics with City departments, elected officials, executive leadership, businesses, schools, nonprofit organizations, vendors, and community partners.
- Support business grand openings, ribbon cuttings, town halls, and other business-related activities through scheduling, communications, guest coordination, welcome remarks, photography, video, and post-event outreach.

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- Plan and coordinate community events, career fairs, workshops, meetings, presentations, and special programs involving facility needs, technology, staffing, vendors, presenters, attendees, and onsite logistics.
- Facilitate a cross-departmental Event Communication Committee of approximately 10–12 members, coordinating agendas, assignments, schedules, communication needs, and follow-through.
- Lead project teams involving members of multiple City departments to obtain content and coordinate internal and external communications, meetings, and presentations involving local and state elected officials.
- Support Development Services communications involving permitting information, zoning concerns, public notices, commercial development announcements, business openings, and community-facing information.
- Produce reports, presentations, website content, surveys, graphics, video, and public-information materials while reviewing engagement data and coordinating updates with departments.
- Track project and event expenditures, coordinate vendor documentation and payment requests, and support budget reporting and administrative processes.
- Train coworkers and new staff on website systems, communications processes, events, software, and operational procedures.
- Coordinate communications involving infrastructure and transportation projects, street and freeway closures, utility interruptions, emergency repairs, and other issues affecting residents and businesses.

COMMUNICATIONS SPECIALIST

City of Surprise, Arizona | 2015–2019

- Managed and updated the City's primary public website, approximately 12 departmental microsites, and internal intranet.
- Coordinated with City departments to maintain accurate, timely, and accessible information for residents, businesses, visitors, and employees.

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- Participated in a major website redesign involving more than 3,000 pages, coordinating content review, organization, and department updates.
- Maintained Mayor and City Council newsletter pages and related digital communications.
- Supported Police and Fire emergency communications through rapid website and email updates.
- Developed direct familiarity with City of Surprise municipal operations, internal processes, departmental coordination, and public-service communications.

FOUNDER / SMALL-BUSINESS MARKETING & TECHNOLOGY CONSULTANT

iPromo Design Studios LLC | 2010–2021; Selected Projects 2026–Present

- Operated a small business and assisted approximately 12 client businesses with websites, branding, marketing materials, digital communications, technology, and online customer engagement.
- Consult with business owners to identify needs, discuss business activities and growth opportunities, recommend appropriate solutions, and provide ongoing follow-through.
- Manage customer relationships from initial consultation through project scope, proposals, scheduling, implementation, revisions, launch, billing, and continued support.
- Help businesses promote new products, services, events, and activities through websites, marketing materials, email, digital campaigns, and customer-facing technology.
- Coordinate multiple client projects, priorities, vendors, deadlines, and customer requests simultaneously.
- Use digital and AI-assisted tools, including ChatGPT, Claude, and Gemini, to support research, planning, content development, SEO, and business workflows.

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LATINO MARKETING / SALES COORDINATOR

Hensley Beverage Company / Anheuser-Busch | 2002–2012

- Served as lead coordinator for Hispanic-market programs across Metro Phoenix, supporting approximately 50 business accounts and coordinating activities through Hensley's Phoenix and Chandler operations.
- Worked directly with business owners, general managers, sales teams, venues, agencies, and promotional personnel to identify account needs, coordinate activities, and resolve operational issues.
- Led approximately 12 staff members and agency brand ambassadors, coordinating schedules, assignments, onsite execution, personnel needs, and performance feedback.
- Managed an approximately **$180,000 annual marketing program budget** for three years covering radio, billboards, onsite promotions, agency staffing, employee labor, promotional materials, and related campaign expenses.
- Managed an annual **$30,000 community donation budget** supporting approximately **40 fundraising events per year** for schools, churches, religious organizations, and community groups.
- Coordinated donated products, branded merchandise, apparel, signage, promotional materials, and onsite sponsorship support while monitoring available budget resources.
- Supported community and nonprofit organizations including Chicanos Por La Causa, Cesar Chavez Foundation, LULAC, Arizona Hispanic Chamber of Commerce, and other multicultural organizations.
- Represented Hensley at community and nonprofit fundraising events when senior company leadership was unavailable, working directly with event organizers, guests, and community partners.
- Used product-sales and competitor information to identify account performance trends and determine whether additional or different promotional support was appropriate.

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ADDITIONAL LEADERSHIP EXPERIENCE

Diesel Mechanic / Shift Foreman | Hensley Beverage Company | 1997–2002

Promoted to Shift Foreman and supervised two mechanics, coordinated repair schedules and service calls, assigned work, resolved operational issues, and supported fleet operations.

EDUCATION

Bachelor of Science, Information Technology — Advanced Mobile Development
University of Phoenix | 2016

Associate of Arts, Information Technology — Programming
University of Phoenix | 2014

TECHNOLOGY & COMMUNICATIONS

Microsoft 365 • Adobe Creative Cloud • CivicPlus • Joomla • Website Content Management • Google Analytics • Digital Marketing • Multimedia Production • ChatGPT • Claude • Gemini • Virtual Meeting Platforms • AI-Assisted Business Workflows

Spanish — Professional Working Proficiency