

Gladys Manzanet has an arsenal of multicultural outreach, community engagement, leadership development, graphic design and publicity experience. For the past seven years, she has worked part time in the civil engineering industry so she could limit her part-time business to projects that fuel her passion for her community. She is a "Jane-of-all-trades" with experience leading, planning, organizing and conducting activities from strategic planning retreats to annual fundraising events. She also provides full graphic design services to support all her projects. She is an avid community volunteer and lifelong Milwaukee resident.



## Gladys I. Manzanet

Home: S. 20th St., Milwaukee, WI 53204

### Attributes

- Collaborative
- Creative
- Motivational Team Player
- Can-do Attitude
- Driven
- Results Oriented
- Bilingual: English/Spanish

### Years of Experience

Marketing: 19

Graphic Design: 16

Community Outreach,  
Event Planning &  
Fundraising: 8

### Education

B.A., Mass Communications  
(emphasis in Public Relations),  
University of Wisconsin -  
Milwaukee, 1995

Future Milwaukee Community  
Leadership Program, 2002

### Honors

CW18/My 24 and Hispanic  
Chamber of Commerce of  
Wisconsin's *Mi Comunidad*  
Award (1/2013)

*The Business Journal's*  
40 under Forty (2/2005)

*Milwaukee Magazine's* Faces of  
the Future: 35 Up-and-Coming  
Young Leaders (9/2002)

### Summary of HNTB Experience

*Senior Creative Coordinator/Senior Graphic Designer, 10/1998-6/2003 (full time)  
and 3/2006-Present (part time)*

Gladys works under tight deadlines in this fast-paced marketing department. She is responsible for visual pursuit strategy and marketing solutions on large, complex infrastructure projects to help the firm achieve aggressive sales and growth goals. She provides artistic direction in public relations efforts across the Midwest. Her skills carry strategy through delivery in the form of relationship coaching; brochures and 'pre-sell' materials; proposal cover and layout design; information graphics, advertising design strategy and innovative packaging; large-scale interview props; multimedia presentations; tradeshow exhibits; and all other related facets of marketing. During her tenure, she has supported diverse teams to facilitate effective coordination and collaboration approaches resulting in a high success rate in project pursuits.

### Summary of iPa'lante! Creative Experience, 10/2005-Present

*Hispanic Chamber of Commerce of Wisconsin, 7/2013-Present*

The retirement of long-time leader Maria Monreal Cameron left the Chamber with a void. Gladys was asked to assist the Chamber with special events, publicity, brand and marketing strategy. She led a grand retirement affair in Maria's honor, developed promotional materials for several new initiatives and led the organization in a staff planning retreat in early November.

*English Language Partners of Wisconsin, Inc. (ELPW) Marketing Plan, 7/2010-Present*

ELPW recruits fluent English-speakers to serve as conversation partners to immigrants. Since 2004, over 1,200 volunteers have served as tutors for over 900 immigrant adults. Despite their efforts over the years, most Milwaukee residents have not heard about ELPW or the organization's accomplishments. The Interim Director contacted Gladys to develop a marketing plan to help build awareness about the organization, its mission and accomplishments, as well as a framework for weaving marketing tactics into everyday staff and volunteer responsibilities.

*Career Youth Development (CYD) Publicity Kit and Event Planning, 6/2010-8/2013*

CYD is a 43-year veteran organization that offers more than 20 programs and services that arm innercity families with tools they need to make positive life changes socially, spiritually and economically. The organization asked Gladys to develop a soft publicity campaign for CYD's new leader; create a publicity kit to routinely share progress with donors, volunteers and media; and create tools to streamline event planning, beginning with their inaugural Founder's Day Luncheon.

**Volunteer Roles**

Board Member,  
TransCenter for Youth, Inc.  
5/2013 - Present

Member,  
Cardinal Stritch University  
Leadership Center  
Advisory Council  
1/2011 - Present

Finance Committee member,  
St. Francis of Assisi Parish  
3/2011 - Present

**Former Volunteer Roles**

Board President,  
Southside Organizing  
Committee  
Member, Board of Directors  
12/2010-12/2011  
President, Board of Directors  
12/2011 - 8/2013

Latino Community Center  
Board of Directors  
9/2002 - 12/2007

Main Street Partners Board  
Appointed by the Mayor  
11/2004

Re-confirmed by  
the Common Council  
1/2006, 2/2008

Women's Fund of the  
Greater Milwaukee Foundation  
Communications  
Committee & Board of Directors  
9/2000 - 1/2007

Young Professionals  
of Milwaukee [YPM]  
affiliated with the MIMAC  
(now FUEL Milwaukee)  
Founding Creative  
Council Member,  
Mosaic Council Member  
8/2001 - 10/2005

Hispanic Professionals  
of Greater Milwaukee [HPGM]  
Communications  
Committee Chair  
10/2001 - 9/2003

*TransCenter for Youth Studies Recruitment and Community Engagement  
(Subconsultant to Alinea), 7/2013-2013*

Gladys led the recruitment of 60 students for a new, project-based learning school in Milwaukee's Walker's Point neighborhood, Escuela Verde. She was contracted in July and was asked to recruit students for the fall semester of the same year. She was able to meet the client's goals by:

- Employing a grassroots recruitment plan targeting summer events
- Developing and implementing a social media plan
- Organizing several events including six community open houses
- Developing an incentive plan for student referrals
- Establishing relationships with nearby schools for future recruits

TransCenter for Youth also contracted with Gladys through Alinea to coach the members of their board of directors to articulate their story, set direction and establish long-term relationships to garner future resources in volunteers and funding. When the contract concluded, TransCenter for Youth asked Gladys to join their board.

*League of United Latin American Citizens (LULAC) Latinas of Wisconsin Chapter  
Strategic Planning Retreat Facilitation, 11/2012*

As a brand new chapter, the organization had a lot of great energy and passion to help their community. This energy, however, needed to be focused and strategic in order to make an effective impact. LULAC Latinas asked Gladys to facilitate a full-day retreat to help them set priorities and identify leadership within the chapter to champion these priorities. As a result of the retreat, LULAC Latinas established a mentoring program for teenage Latinas and worked with UMOS's Latina Resource Center to help victims of domestic violence. Gladys continues to mentor the chapter leadership to keep them focused and selective in their activities.

*Hispanic Professionals of Greater Milwaukee (HPGM) Annual Report Development  
and Event Planning, 7/2012-3/2012 and 9/2011-10/2011*

HPGM is an organization of multi-cultural, multi-generational Hispanic professionals. Its mission is to create a dynamic environment for members to thrive by fostering leadership, mentoring, education, networking and new Hispanic initiatives. Immediately after hiring a new executive director in April 2011, HPGM asked Gladys to assist with:

- Developing and designing their 10th anniversary annual report which documented the organization's decade-long accomplishments, interviews with past and present board members, as well as professional award and advanced degree recipients
- Planning HPGM's 10th anniversary annual luncheon and awards presentation
- Leading their fall signature gala, Noche de Sabor, which included a citywide singing competition, silent auction and the recruitment of an internationally recognized emcee

HPGM has since requested Gladys also design and develop the 2012 and 2013 annual reports and luncheon award presentations.

*Froedtert Health Emerging Markets Campaign Outreach  
(Subconsultant to Woo Connections), 1/2012-3/2012*

Gladys assisted Woo Connections and WFG Equity in qualitative research activities. Specifically, she was enlisted to recruit candidates for three sets of focus groups for Froedtert Health's

**Skills****Graphic Design**

- Expert in Adobe Creative Suite 6 (CS6)
  - InDesign
  - Photoshop
  - Illustrator
  - Acrobat Professional
  - Bridge
  - Muse
- QuarkXpress

**Office Software**

- Windows XP Professional 2010
  - Microsoft Word
  - PowerPoint
  - Excel
  - Access
  - Publisher
  - OneNote
  - FrontPage
  - Outlook
- Apple iWork Software/Apps for Mac, iPhone, iPad or iPod touch
  - Pages
  - Numbers
  - Keynote

**Social Media**

- Facebook
- Twitter
- Foursquare
- Hootsuite
- LinkedIn
- Instagram
- Flickr
- YouTube
- WordPress
- Google+

**Marketing Research**

- SurveyMonkey
- AmericanFactFinder

Emerging Markets campaign. The contract was for the recruitment of professionals who possessed private health insurance, earned \$50,000 or more per year and were of Hispanic, African American or Caucasian descent. Once candidates were recruited, she also assisted in focus group facilitation and identifying ideal venues.

*Rotary Club Amigos de Milwaukee (Rotary Amigos) Strategic Planning Retreat Facilitation, 2/2012*

Rotary Amigos is an affiliate of Rotary International. The service club has a diverse membership and its mission lies in service to the Latino community. Two years after it was chartered, the organization began experiencing challenges and needed to re-energize its membership. Rotary Amigos asked Gladys to facilitate a half-day strategic planning retreat. Gladys, along with retreat planners, surmised that in order to be successful, the retreat should be part team building and part action planning. After the retreat, Gladys developed a report that described the progress made throughout the day, outlined the top three priorities/goals identified during the retreat, and an action plan developed by the retreat participants to achieve success.

*Milwaukee Public Schools (MPS) Long Range Facilities Master Plan (Subconsultant to Jacobs Engineering), 8/2011-9/2011*

This planning process was an opportunity for the community to determine how educational facilities can be an impetus for change and improvement. It was a collaboration of educators, administrators, policy makers, community members and facility experts. MPS condensed the 12-month process to three months, and asked Gladys to engage Latino leaders, parents and students through community outreach and translation services.

*Kinnickdonic River Corridor Neighborhood Plan (Subconsultant to JJR), 1/2009-12/2009*

Gladys assisted the Sixteenth Street Community Health Center and the Milwaukee Metropolitan Sewerage District in developing a comprehensive flood management strategy for the project area. In this diverse neighborhood, participation was needed from all members of the community. Community engagement activities included targeted mailings, one-on-one stakeholder interviews, school visits and public meetings. The community was asked to share their ideas about housing; safety; business development; roads, public land and bus service; parks and recreation; public access to the river; environmental improvement; and flood management.

*Near South Side Area Plan Community Outreach (Subconsultant to HNTB Corporation), 2/2007-2/2009*

She assisted in the development of a neighborhood plan with the City of Milwaukee Department of City Development. The project included various phases such as analysis and data collection, visioning, synthesis and documentation. The final plan provided a vision for the neighborhood's future development and redevelopment while highlighting projects and programs with catalytic effects. Critical to the plan's success was the engagement of populations often absent from the public involvement process, Milwaukee's Hmong and Latinos. As part of the community outreach team, Gladys assisted with stakeholder interviews, focus group meetings, household surveys, image preference surveys, public workshops and open houses. The plan was adopted by the Milwaukee Common Council in May 2009.

**Hobbies/Interests****Visual Artist**

Create acrylic on canvas abstract artwork for sale and to donate to social causes:

- Donated several art pieces to silent auctions over a 10-year period to benefit the UMOS Latina Resource Center, Latino Health Organization, Hispanic Chamber of Commerce of Wisconsin Scholarship Fund, NARAL Pro-Choice America, and Puerto Rican Foundation (1998-2008)
- Hosted, exhibited and sold artwork to benefit Latinas en Accion of the Women's Fund of Greater Milwaukee inaugural flagship fundraiser (2006)
- One of two Latino/a artists featured in the Roberto Hernandez Center Art Gallery at the University of Wisconsin - Milwaukee during Hispanic Heritage Month (2005)

**Latino Nonprofit Leadership Program Coordination and Facilitation, 1/2006-1/2018**

Gladys coordinated the Latino Nonprofit Leadership Program. She led outreach efforts in the greater Milwaukee area to recruit and retain adult Latino and non-Latino participants from community-based organizations, foundations and local businesses. She used her professional network to identify, recruit and manage 30-50 session facilitators/instructors in areas ranging from board development to nonprofit fundraising. She managed the implementation, logistics and programming of 30 training sessions, two overnight retreats and a graduation celebration for program participants, management team and program facilitators each program year. Since 2009, Gladys has returned every program year to guest facilitate sessions on personal mission/vision and community visioning.

**Summary of EMCS, Inc. Experience****Creative Strategist, 3/2004-10/2006**

Gladys wrote, designed and produced proposals, presentations, brochures, advertisements, newsletters and other marketing materials for this Milwaukee-based, woman-owned civil engineering firm. She led a full rebranding effort and helped plan, design and execute a variety of events, including the grand opening of newly relocated office, annual golf outing and smelt festival. She also assisted in the development of the firm's strategic planning process, go/no-go decision-making process, business development database, and created "warm leads" through community outreach efforts.

**Summary of Milwaukee Bar Association Experience****Lawyer Referral and Information Service Manager, 5/2003-5/2004**

Gladys effectively managed all aspects of marketing, planning, budget and finance, public relations, staff oversight, membership recruitment and retention activities for this Greater Milwaukee lawyer referral service. The service provided more than 30,000 individuals access to competent legal resource information and/or representation. She developed several presentations to promote the service to local law firms and community organizations throughout the city. She developed and designed the bar association's local brochures, promotional flyers, advertisements, and monthly newsletters. She also led the planning for the organization's annual Law Day event at six simultaneous sites city-wide.

**Summary of CH2M HILL, Inc. Experience****Regional Publications Specialist, Administrative Assistant and Mallroom Clerk, 8/1993-10/1998**

Gladys began her career in the company's mallroom while she attended high school. After graduation, she served as an administrative assistant where she maintained, managed and organized the project database, files and inventory for a multi-million dollar Air Force Base deicing program. As Regional Publications Specialist, she edited project deliverables, assisted on business development pursuits and was a contributor to internal communications publications. She also developed and designed the regional office's first Intranet site, which replaced the monthly newsletter and saved the department hundreds of dollars in monthly printing costs.