

City Beautification Board
Applicant Package - Member

City Beautification Board - Member

Term: 07 Sep 2023 - 01 Nov 2025

Positions Available: 4

Number of applicants in this package: 1

- Ochoa, Camila

Name :Ochoa, Camila

Address :710 NW 4th St, Gainesville, FL, 32601

Email :camila.ochoa@icloud.com

Board Name :City Beautification Board

Please confirm Full Name, including middle initial, prefix, and physical mailing address :

Camila Ochoa

In what city district do you live? :

District 1

Employer :

Ocho Consulting Services, LLC

Phone Number :

954-661-7614

Occupation :

Owner/Branding & Advertising Consultant

Why are you interested in serving on this board? (Please answer separately for each board you are applying to.) :

Service to community

How many terms have you served on this board previously? :

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Disclaimer:

Under Florida law, all information, including e-mail, written letters, documents and phone messages, sent to the Gainesville City Commission are subject to Public Records law. This includes the sender's e-mail address, home address or phone number if shown in the message, the content of the message and any associated attachments to the mail.

Do you claim any exemption to public record disclosure pursuant to FLA. STAT. Section 119? :

No

Have you been removed from any advisory board for attendance, behaviour or another reason? :

No

What is your gender identity? :

Female

Are you a City of Gainesville Employee? :

No

Are you a City of Gainesville Intern? :

No

Are you currently on a City Advisory Board/Committee? :

No

Some of the boards and committees appointed by the City Commission are required to comply with Chapter 112, Florida Statutes, the Financial Disclosure Law. If applicable, would you be willing to file the required financial statement? :

Yes

Do you affirm that your personal and business (if applicable) affairs within the City of Gainesville and Alachua County are in substantial compliance with all city and county regulatory and taxing authorities rules and regulations? * :

Yes

Do you agree with the following statement? Appointees to advisory board/committees are required to attend scheduled meetings as specified in the "Advisory Board Handbook." * :

Yes

Do you agree with the following statement? I understand that this completed application is the property of the City of Gainesville, is subject to public record requests and I hereby certify that the statements made on this application are true and correct. :

Yes

Time of Submission :07/20/23 2:57:39 PM

Attachments:

- Camila%20Ochoa%20Resume%202023.pdf

Camila Ochoa

camila.ochoa@icloud.com · 710 NW 4th St., Gainesville, FL · (954)-661-7614
camilaochoa.com

EDUCATION

University of Florida - Gainesville, FL

May 2021

- Bachelors in Science in Advertising

Retail You - Gainesville, FL

May 2020

- Retail You Certification

WORK EXPERIENCE

Ocho Consulting Services, LLC - Gainesville, FL

May 2021 - Present

Owner/Branding & Advertising Consultant

- Developed advertising strategies for clients aimed at increasing brand awareness and customer interactions.
- Directed commercial advertising campaigns with more than a dozen Gainesville, FL local businesses.
- Collaborated with over 30 companies in the pursuit of client advertising campaign requirements.
- Presented multiple Digital Media advertising masterclasses for several companies.
- Managed over a dozen Digital Media platforms and directed the creation of content for several clients.
- Driven an increase in consumer sales by over 65% in the first 3 months of all Business Brand Overhaul and Digital Marketing Campaign Package clients.

SKILLS

- **Languages:** Spanish (*Native*),
- Videography (*Expert*), Photography (*Expert*), Video Editing (*Expert*), Microsoft Office (*Advanced*), Canva (*Expert*), Photoshop (*Advanced*), Google Analytics (*Advanced*), Project Management (*Advanced*). Adobe (*Advanced*).