

# Amber V. Tarrac

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## SUMMARY

- Over 20 years of progressively responsible Executive Management experience
- Economic and Workforce Development, Public Policy, Legislative and Public Affairs, Strategic Advisor, Grants, Nonprofit Executive, Continuous Improvement, Outreach, Marketing, and Communications experience at local, state, and international levels
- Successfully attracted global retailers, financial services, and technology firms to cities
- Diversity, Equity, and Inclusion (DEI) leader, consultant, and Speaker Bureau Chair
- Managed \$22 million in grant funds, \$15 million in state contracts, \$45 million budget
- Designed award-winning Economic Development programs and strategic partnerships
- IT – Salesforce CRM implementation; CityWorks for Community Development, Planning, and Business Licensing; Project Management; Statements of Work
- Positively influence people, processes and organizational culture to accomplish goals
- Engage diverse customers and employees to achieve service and performance results
- Broad policy background with sensitivity to the political environment
- Fluent in Spanish

## EDUCATION

- International Economic Development Council Certified Economic Developer (CEcD)
- Master of Public Administration, San Diego State University
- Bachelor of Criminal Justice Administration with Distinction, San Diego State University
- California State Association of Counties County Senior Executive Credential and Fellow

## AWARDS

- Helen Putnam Award for Arts in the Community for outdoor expansion mural program
- IEDC Award for Innovate78 regional partnership and accomplishments

## EMPLOYMENT EXPERIENCE

**Founder, *FounderFuego LLC*** 2023-Present

- Creator of FounderFuel, an entrepreneurship newsletter using Mailerlite, curate content and create original business success stories
- Amplify access to capital, grants, and resources in English and Spanish to support Hispanic/Latinx, Afro-Latinx, and Black, Indigenous, People of Color (BIPOC) entrepreneurs
- Build entrepreneurship ecosystem and partnerships

**Adjunct Lecturer, *San Diego State University, School of Public Affairs*** 2023-Present

- Teach online public administration coursework

**Southern California Local Engagement Consultant** 2022-2023

*State of California, Governor's Office of Business and Economic Development, Remote, CA*

- Economic and workforce development outreach and engagement expert serving Southern California small business owners and technical assistance partners
- Developed and provided digital and print resources in Canva for display in person at exhibitor booth, digital campaigns, MailChimp, and SharePoint to help small businesses with retention and expansion, entrepreneurship, economic mobility, resilience, access to programs, new business starts, policy advocacy in the state legislature, and referrals to technical assistance providers

- Developed and executed communications and marketing strategies, including creation of original newsletter content, thought leadership pieces and digital and print collateral for LinkedIn, social media, and MailChimp newsletter
- Liaison for the Entrepreneurship and Economic Mobility Task Force
- Developed internal communications guides including Standard Operating Procedures (SOP) manual and IT training curriculum
- Led team trainings on various topics: travel, administrative best practices, technology

**Economic Development Assistant Director, City of Miami Beach, FL** 2021

- Responsible for 5 employees, operations of the department, and SOPs
- Managed \$1.7 million in business attraction incentives and workforce training grants
- Recruited tech and financial services companies to relocate and expand in the city
- Responsible for communications: press releases, marketing, communications strategy, website, creation and publication of monthly newsletter and original blog content
- Developed alliances with key business sectors and partners – Technology, Financial Services, International Business, Arts and Culture, Hospitality, and Education
- Responsible for data analytics and developing economic impact analyses
- Developed marketing/communication strategies and workforce recruitment strategies
- Administered federal CDBG-CV grant program to promote socioeconomic equity for low-income business owners and employees, support mobility and resiliency projects
- Created and maintained database of vacant/underutilized commercial properties
- Liaison for Business Improvement Districts, Chamber of Commerce, Beacon Council, business and property associations; staff and coordinate committees/advisory groups
- Served on evaluation committees for RFLI, RFQ, and RFPs for diverse projects

**Economic Development Deputy Director, City of Escondido, CA** 2020-2021

- “Chief Business, Workforce, and Community Relations Officer”, key advisor to City Manager, Mayor and City Council; staffed advisory groups
- Responsible for 3 analysts and contractors to administer Economic Development, Tourism and Marketing, and Business License programs
- Media spokesperson answering questions on camera, over the phone, and in writing
- Created top-performing newsletter in Constant Contact and performed Word Press website updates
- Managed \$2.1 million revenue and 10,433 business licenses
- Created and launched \$1.7M CARES Act Small Business Grant Program
- Identified \$260,000 staffing and \$41,000 contracted services savings
- Attracted high profile private sector companies to relocate/expand in the city; ushered in development projects, and provided resources for incentives, permits, workforce development, and financing
- Data analytics, performance metrics, benchmarks, and Key Performance Indicators
- Recruited top national retailers to expand in the city
- Collaborated with City departments to streamline business processes
- Applied for and city won IEDC and Helen Putnam Economic Development awards
- Liaison for local, state, and federal agencies, Innovate78, Chambers of Commerce, business and tourism associations and Economic Development Councils (EDCs)

**Southern California Regional Manager**

2019-2020

*State of California, Employment Training Panel, San Diego, CA*

- Responsible for 12 professional analysts and administrative staff to develop and monitor performance for over \$15 million in state employment training contracts with businesses
- Developed and updated policies to ensure compliance with legislation and regulations
- Collaborated with businesses, consultants, Chambers of Commerce, EDCs, and community colleges to market program, design Panel proposals; monitor contracts
- Assisted with statewide Salesforce CRM transition and redesign
- Operations Manager responsible for facilities, workload management, developing proposals, QA/QC, monitoring reports, presenting project proposals at Panel meetings

**Manager, County of San Diego, San Diego, CA**

2016-2019

- Responsible for 26 first and second line supervisors, professional, and administrative staff to secure/enforce debts owed to county, court and victims of crime
- Managed \$2 million in victim restitution and account audits of debts owed by customers
- Policy development to ensure compliance with legislation and regulations
- Worked with the team to create business processes and manuals for all four units
- Led DEI outreach training for over 20% of the County workforce
- Produced Public Information, Awareness and Outreach campaigns:
  - Victim services awareness flyer for November 2016 and 2020 Presidential election voter guide that reached 1.9 million registered voters
  - Designed and distributed Escrow/Title company outreach brochure that reached over 175 local partners and effectively reduced inbound FAQ call volume
- Drafted Statements of Work to leverage technology to automate reports and processes
- Developed Enhancing Victim Services Workgroup Public Safety (DA, Public Defender, Sheriff's Department, Probation, Superior Court, State Prisons) strategic partnerships

**Policy Advisor, County of San Diego Board of Supervisors, San Diego, CA**

2010-2016

- Advised supervisor on diverse legislative and public policy areas: economic development, redevelopment, budget, air pollution and flood control, health, water, public works, airports, housing, animal services, and environmental health
- Managed over \$16.5 million for the office's two discretionary grant programs
- Handled redevelopment dissolution for two redevelopment agencies and redistricting
- Produced Don't Get Hooked senior scam prevention events for 50,000 residents
- Analyzed proposed operational plan/budget, provided summary and recommendations
- Determined/articulated legislative impacts; initiated board action in support/opposition
- Special projects: Alzheimer's Project and Residential Care Facility Initiatives

**Senior Office Assistant, County of San Diego, San Diego, CA**

2008-2010

- Responsible for 24 employees at an eligibility office
- Led agency-wide efforts to convert 600,000 hard copy files to a digital format in one year
- Ensured compliance with eligibility program rules, regulations, and procedures

**PROFESSIONAL MEMBERSHIPS AND INTERESTS**

- International Economic Development Council Member
- California State Association of Counties Foundation Institute
- Municipal Management Association of Southern California Member/Conference Speaker
- San Diego North Economic Development Council Board Member
- San Diego County Latino Association President and CEO/Advisor (nonprofit)
- County of San Diego Diversity, Equity, and Inclusion Task Force/Speaker Bureau Chair