

ROMELETTE T. METZ, Artist/Publicist

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Education

2007-2010, University of the Incarnate Word,
Bachelor of Science in Nursing (non-graduate)

2007-2010, University of the Incarnate Word,
Bachelor of Arts (non-graduate)

Work Experience

27 March 2010 to present, Chief Executive Officer

Fil-Am World Magazine

- Create, communicate, direct and implement the company's mission. Make sure that direction is communicated on a level that allows all team members to understand their roles and responsibilities.
- Formulate and implement the strategic plan that guides the direction of the business
- Oversee the complete operation of the business
- Using a set of strategically important measures to determine the ongoing success—or lack of it—that the company is experiencing.
- Maintain awareness of both the external and internal competitive landscape: Note opportunities for expansion: customers, markets, etc.
- Represent the company in civic and professional association responsibilities and activities: This might occur in the local community or at the state or even national level. Frequently, participate as board members or senior advisers.

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2007 to Present, Visual Artist/Painter

- ◆ Creates original arts/painting as a cultural, social, personal and emotional expressions.
- ◆ Creates commission arts for personal and community/public uses.
- ◆ Creates commission arts for dignitaries and celebrities.
- ◆ Travels (U.S.) cross country road trip to create, promote and sell arts.
- ◆ Engages in various shows, charities and other community events.
- ◆ Hosts both exclusive (by invitation only) and open to public art exhibits and painting sessions.
- ◆ Markets and sells original and reprint artworks both in person and online using different platform.

Skills

- ◆ **Painting** : Create variety of arts in different style such as impressionist, realist, abstract, etc... using oils, acrylics, inks, pencils, pastels and other mediums as well as using different themes, tools and techniques that have been acquired and uniquely discovered over the years.
- ◆ **Publishing** : Build or Create, write and design materials, i.e. newsletters, business catalogs, employee handbooks, training/instruction manuals, magazines, digital contents, brochures, etc..
- ◆ **Graphic Design** : Create visual content to communicate ideas and messages; to promote and sell products, to convey a message, or to develop a brand identity.
- ◆ **Branding/Marketing** : Utilize information technology and use innovative wide array of effective marketing in building a brand to a large audience, cement relationships to existing customers and creating more leads.
 - A. **Social Media Management and Marketing Services** : Create and manage social media platforms and marketing channels to adopt and establish digital strategies and robust online presence.
 - B. **Website Development** : Create, build, and maintain website. Aspects include web design, web publishing. Frontend and/or backend development.
 - C. **Communications Software** : Integrate software for email automation and/or campaign solutions.
 - D. **Presentation Software**: Create, write, and design sequences of texts, images, audios, videos and slideshows for various presentations.

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Volunteer Work

Board of Director, Organization of Filipinos in Texas, 2019 to present

Board of Director, Asian American Alliance of San Antonio, 2018 to present

Advisory Board Member, Global Chamber San Antonio, 2020 to present

Project Director, Philippine Chorale of San Antonio Foundation, 2017 to present

Executive Secretary, Philippine Women of America, Inc., 2010-2014

References:

Ron Nirenberg, *City Mayor, San Antonio, Texas*

C: 210-727-2977, E: ron.nirenberg@sanantonio.gov

Willie Ng, Jr., *President, Asian American Alliance of San Antonio and Chairman of the Board of Directors, Maestro Entrepreneurs*

C: 210-326-7624, E: willie.ngjr@gmail.com

Christopher Herring, *Executive Director, Global Chamber San Antonio*

C:210-459-5321,E: christopher@globalchamber.org

Dr. Danet Bluhm, *President, Philippine American Chamber of Commerce—Central Texas Region and Professor and Director of International Programs, University of Texas Health Science Center at San Antonio*

C: 210-577-9469, E: lapiz@uthscsa.edu

Maria Smith, CPA, *Maria Smith Accounting, LLC*

C: 210-488-0168, E: mariasmithcpa@gmail.com

USAF Ret. Col. Nonie Cabana, *Board of Director, Organization of Filipinos in Texas*

C: 808-277-3033, E: nonie.cabana@yahoo.com

Mr. Kin Hui, *Past President and Advisory Board, Asian American Alliance of San Antonio*

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