

Frances ReyesAcosta

EXPERIENCE:

COMMITTEE CHAIRPERSON/ADVISOR, Appointee to Telecommunication Access for the Deaf and Disabled Administrative Committee (TADDAC)

TADDAC advises the California Public Utilities Commission ([CPUC](#)) on equipment distribution, relay services, and policies. TADDAC develops the Program's Annual budget and expenditures to the CPUC. The Committee proposes strategic planning and works to develop effective services for Californians with difficulty using standard telephones and communication devices. Served 8 years, term out 2021.

Tax Examiner, Internal Revenue Service | Fresno, CA | Permanent/ Seasonal

Successfully research and implement tax law to provide quality service to the taxpayer (consumer). Evaluate all information and take corrective action. View and/or update, consumer accounts, recognize evidence of fraud using sound judgment. Verify Taxpayer Identity.

Senior Marketing Consultant CBS Radio/Clear Channel Broadcasting Fresno, CA

Establish project management for marketing content development, business strategy and media relations. Outreach for local, regional, and national business accounts. Lead strategy and execution. Identify, plan and manage accounts for agencies, businesses and individual clients. Develop and direct business communications materials, i.e. user guides, proposals and RFPs.

Vice President/CFO, Acosta & Associates/CCSI | Marina del Rey/Sacramento

Business Consultant. Provided design for identity and promotion of technical projects. Composed and translated documents in English and Spanish. Led business strategy and creative project teams. Market businesses before the City/County of Los Angeles, CA State and Federal Government. Coordinate business' promotion, public affairs and governmental affairs to position private sector Clients/Industry. Planned/Developed media packages including audio-visual and television presentations. Managed proposals of up to \$25M. Coordinated up to 25 different individuals and corporations to propose & construct projects in construction, computer science, health and solid waste management.

Public Affairs Director / Manager/ Producer / KJEO and KFSN-TV / Fresno CA /

Increased KJEO/ABC & KFSN/CBS Stations' visibility and interaction with the community through Public Affairs Initiatives in programming and community interaction. Worked with non-profit organizations and underrepresented populations for inclusion in social service and media activities. Performed on-air responsibilities as needed.

EDUCATION/EXTENSIONS/COMMUNITY INVOLVEMENT:

University of California, Santa Barbara * BACHELOR of Arts, Linguistics/Communications * **Sterling School of Business**, Graduate, Management Series, New York, New York, 1985 * **Dale Carnegie Program** for public speaking and sales, 2004 * **Completed Resources for Independence Leadership Program** 2011 * **Commendation** from California State Senate (Senator Tom Berryhill) and **Letter of Recommendation** Assemblyman Jim Costa. **Former President of the Board**, Resources for Independence (RICV) Central Valley, **Mayoral Appointee & Chairperson to Fresno City Disability Advisory Commission** **LANGUAGES & EXPERTISE:** Spanish /// Research and Proposal Writing.