

# PRESENTATION OF QUALIFICATIONS

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**Management, Marketing, Organizational Development**

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## ***PROFILE***

*Action/results oriented manager...key player in establishing partnerships between high-profile organizations and government agencies to spur community and economic development...creates cost-effective marketing and promotional strategies for sound microenterprise development...delivers high quality training.*

*Possesses excellent organization, planning and project implementation skills supported by outstanding communication and team-building capabilities.*

*Multi-lingual Swedish, Norwegian, German*

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### **OBJECTIVE**

An executive management and/or marketing position in Community Relations and Economic Development based on over twenty years experience in situation assessment, comprehensive program development, and training personnel as well as the ability to establish partnerships with outside resources and entities.

### **SUMMARY OF QUALIFICATIONS**

- Monitors changing federal regulations, business climates and technological advances
- Develops and implements public relations strategies for federal agencies, local governments and private sector corporations
- Contacts and develops business partnerships for principals. Collaborates with (partner) organization's senior project director and its key personnel
- Identifies an organization's curriculum goals based on survey feedback. Creates and conducts interactive workshops for focused audiences to facilitate information exchange and learning
- Speaks at numerous workshops and conferences. Addresses non-profit, civic, and business organizations and foundations. Topics range from Community Development to Microenterprise Implementation

### **AREAS OF EXPERTISE**

Economic and community development  
Federal government initiatives

Commercial merchandising and promotions  
Travel and tourism

### **EDUCATION and TRAINING**

Corporation for Employment and Training, Newark, New Jersey  
**Certification:** Entrepreneurial Training Specialist, 1991

Dusseldorf University, Dusseldorf, Germany  
**Certification:** Organizational Development, 1988

University of Virginia, Charlottesville, Virginia  
**BACHELOR of ARTS:** Psychology and Rhetorical Communication, 1985

### **EMPLOYMENT**

**2000-  
present**

Urban Solution, Washington, DC and U.S. Virgin Islands

**SENIOR CONSULTANT**

- Owner and principle consultant of Urban Solution, a marketing and community development consulting agency.
- Work with communities to help them identify resources through partnership development and asset mapping.
- Develop economic and community development strategies and execute the implementation.

**1996-  
2000**

ICF Consulting, Fairfax, Virginia

**TECHNICAL AREA MANAGER** (1998 to 2002, **as a consultant**)

Aspen Systems Corporation, Rockville, Maryland

**SENIOR ECONOMIC DEVELOPMENT SPECIALIST** (1996 to 1998)

Assigned to a multi-million dollar contract for the design, development and delivery of a HUD initiative (the Neighborhood Networks initiative, a community development outreach endeavor).

- Manages the organizational development functions of the initiative. Supervises 18 Researchers and Analysts
- Develops and maintains new national business partnerships for the Neighborhood Networks initiative through public speaking opportunities, conference participation and networking
- Creates curriculum and trains federal employees in partnership development and marketing strategies

***Accomplishments:***

- Developed partnerships with key organizations including the U.S. Departments of Labor, Education and Justice, the Small Business Administration, the National Urban League and the Association of Enterprise Opportunity; and critical local partnerships with the Federal Executive Boards in San Francisco, Cleveland and Cincinnati. Secured funding, technical assistance and equipment to further the goals of the Neighborhood Networks initiative
- Training seminars are consistently praised and highly rated by personnel in federal field offices

**1994-**

Presidential Advisory Committee on Human Radiation Experiments, Washington, D.C.

**1996**

**SPECIAL ASSISTANT for COMMITTEE and STAFF AFFAIRS.** The Advisory Committee was charged with investigating a possible cover-up of a 50-year-old health issue.

- As a Presidential appointee, served as the communication liaison between staff and Advisory Committee as well as between staff and the media. Reported committee updates weekly to the President of the United States.
- Compiled and edited monthly briefing book prepared for the executive committee and the public

***Accomplishments:***

- Contributing author to the committee's final report which was forwarded to the President
- Politic and amicable meetings with the media resulted in raising the country's awareness of a previously hidden health hazard

**1989-  
1994**

Delka and Associates/Results Marketing, U.S. Virgin Islands

**OWNER/SENIOR CONSULTANT.** A public relations/marketing firm with clients in Europe, the Caribbean and the United States.

- Designed promotional and marketing campaigns for a local government, clients in the travel and tourism industry, and international retailers
- Conducted staff motivational training
- Coordinated trade shows presentations

***Accomplishments:***

- Developed a marketing campaign for the energy department of the U.S. Virgin Islands that significantly increased the public's awareness for needed energy conservation. Campaign included strategies for cost and energy savings
- Produced a comprehensive marketing video directed at the cruise ship industry, which resulted in a 20 percent docking increase on the island of St. Croix
- Created marketing campaigns for an international retailer, which resulted in increased sales of 37 percent over previous year's sales

**1989-  
1990**

St. Croix Chamber of Commerce, Christiansted, St. Croix

**EXECUTIVE DIRECTOR.** Promoted the objectives of the St. Croix business community.

- Managed government relations and lobbying, public relations, fundraising, and membership outreach

***Accomplishments:***

- Successfully worked for the passage of tax incentive legislation that subsequently attracted new businesses throughout the U.S. Virgin Islands
- Increased Chamber of Commerce membership by 56 percent
- Developed a public service campaign to inform citizens of disaster relief resources

1987-  
1989

Alexander Proudfoot International, Brussels, Belgium

**MANAGEMENT CONSULTANT.** Contributed to management teams developing strategies to maintain positive work environments while increasing employee productivity.

**PROFESSIONAL AFFILIATIONS**

American Society for Training and Development, 2004

Advisory Committee for Gulf War Veterans Presidential Council, 1994

State Job Training Coordinating Council, 1991

U.S. Virgin Islands Tourism Council, 1989

**COMMUNITY SERVICE**

VICARE, HIV/AIDS advocacy organization – newly elected board member, 2006

Capitol Hill Ministry, Mentor Program for At-Risk Youths - volunteer, 1995 to 2005

Whitman-Walker Clinic, Food bank and Buddy System Programs - volunteer, 1994 to 2005

Sign Of Jonah – board member, 2001 to present

Women's Coalition - advocate for battered women and men, 1989 to 1993

Big Brother Organization - volunteer, 1982 to 2000

**REFERENCES AVAILABLE UPON REQUEST**