

# María F. Rocha

600 Boulder Bluff  
San Marcos, Texas 78666



## ADMINISTRATION

Twenty-five-year track record of management, demonstrating successful collaboration with City of Austin departments, county and federal governments, nonprofit agencies, and community organizations in developing, implementing, and coordinating programs, projects, and activities. Examples include:

- 1987-02 • At the Electric Utility, in a **mid-manager level position**, led award winning teams in the successful development and implementation of programs. Retired in 2002.
- 1985-87 • Provided staff leadership to the City of Austin Cable Commission, as **Cable Research Coordinator**.
- 1980-85 • Nationally recognized **Project Director** of the Senior Aides Program at the City of Austin Parks and Recreation Department.

## DEVELOPMENT EXPERIENCE

Demonstrated ability to support a vision, and understand the need to build relationships that lead to funding for programs and projects in community, institutional and business settings. Examples include:

- Since 1996, worked to develop small theatre company in Austin, Texas, full season of productions, children's touring show, and a youth program. Wrote grants for funding with 82% success rate.
- From October 2003 to present, established business, VAMOS – Visionary Administrative, Marketing & Office Support. Currently acts as creative and business advisor.
- In 2006 assisted in founding Indigenous Cultures Institute including all legal and official documents, and obtained grants from Humanities Texas, City of San Marcos, and Hays County. Currently on Board of Directors.

## COMMUNICATION SKILLS

Excellent writing skills and demonstrated ability to communicate effectively and concisely in many arenas, particularly regarding topics that require diplomacy and sensitivity. Examples:

- 1987-95 • As a City employee, responded to City Council requests for information on numerous occasions, providing clear and concise reports.
- 1996-05 • Handled publicity for TEATRO Humanidad theatre company in Austin, creating publicity packets with press releases, bios, promotional materials; Handled photo shoots.

## EDUCATION

**Bachelor of Liberal Studies**  
Saint Edward's University, Austin Texas  
1981