

City of Reno Board or Commission Membership Application

PLEASE BE ADVISED THAT ALL INFORMATION COLLECTED IN THIS APPLICATION IS PART OF THE CITY OF RENO'S PUBLIC RECORD AND IS, UPON REQUEST, AVAILABLE FOR PUBLIC REVIEW.

These positions are limited, in most cases, to residents of the City of Reno. The City Council endeavors to appoint persons who represent all of the various communities within the City of Reno. Please be advised that certain boards and commissions may have professional qualification requirements or require filing of financial statements with the Secretary of State. Contact the City Clerk's office at 775-334-2030 with any questions.

Contact Information

First Name (Required) * JULIA	Middle Name/Initial	Last Name (Required) * MORENO-FRITZ		
Nick Name/Preferred Name	Email Address (Required) * JULMORE27@GMAIL.COM	Phone Number (Required) * 3092556962		
Home Address (No PO Box) (Required) * 1335 E Huffaker Lane		City (Required) * Reno	Zip Code (Required) * 89511	Ward WARD 6
Business Address		City	Zip Code	Ward

I agree to inform the Reno City Clerk's Office of any contact or address changes.

☒ **I Agree (Required) ***

Is this a new application, an application for reappointment, or an amendment to an existing application? (Required)

- *
- ☒ New Application
☐ Reappointment
☐ Amendment

Name of Board or Commission for which you would like to apply: (Required)

*

Ward 6 Neighborhood Advisory Board

Explain briefly why you would like to be appointed to this board or commission.

As a dedicated and engaged member of the Reno community, I am passionate about contributing to the betterment of our neighborhoods and ensuring that residents' voices are heard and valued. Serving on the Neighborhood Advisory Board (NAB) provides an opportunity to actively participate in the conversation around the challenges and opportunities facing our community.

With Ward 6 being a newer addition to the City of Reno, I am especially eager to help shape the direction of our neighborhood as it grows and develops. This is a unique moment for our community to establish its identity, and I am excited about the prospect of contributing to that process. I believe in the power of collaboration and transparency in making decisions that positively impact our neighborhoods, and I see the NAB as an ideal platform for fostering these values.

I am particularly interested in the role the NAB plays in improving communication between citizens, City staff, and the City Council. By participating in NAB meetings, I hope to help ensure that our community has early access to vital information and provide thoughtful feedback on development projects that will help define the future of Ward 6.

As a member of the NAB, I aim to bring a fresh perspective and a collaborative spirit, working alongside fellow board members and City leaders to create solutions that reflect the diverse needs of our residents. I understand the importance of balancing development with the preservation of our community's character, and I am committed to ensuring that our growth is thoughtful, sustainable, and inclusive.

I look forward to contributing my energy, ideas, and passion to help make Reno a more connected and vibrant city for everyone, especially as we work to establish the foundation for Ward 6's future.

Relevant Education or Training

I hold a Master's degree in Journalism from the University of Nevada–Reno, where I specialized in strategic communication, media relations, and content development. This academic foundation has equipped me with the skills to manage press materials, engage with the media, and develop impactful communication strategies. Additionally, my Bachelor's degree in Digital Journalism from Central Washington University focused on digital content creation, social media strategy, and SEO, providing me with a solid understanding of modern communication tools. Over the years, I have also participated in Crisis Communication Training, gaining practical experience in managing public messaging during emergencies—skills that are vital for navigating community concerns in times of need.

Through my current role as Public Relations Officer for Storey County, I am actively engaged in community outreach, strategic communications, and public meetings. I regularly collaborate with local stakeholders and residents, ensuring that information is shared clearly and timely. My experience in content development, social media strategy, and community engagement directly aligns with the key objectives of the Neighborhood Advisory Board, particularly in improving communication between citizens and city leadership. With a strong ability to build relationships, handle sensitive issues, and promote local initiatives, I am confident that my background will allow me to effectively contribute to the growth and success of the Ward 6 neighborhood.

Are you currently registered to vote in the City of Reno?

☒ Yes

☐ No

Are you 18 or over?

☒ Yes

☐ No

I certify that, to the best of my knowledge, the information I provided in the application is true. If the information provided is false or incomplete, it shall be sufficient cause for disqualification or removal. If appointed, I agree to attend a board or commission orientation session, if applicable, within six months of my appointment. I understand that failure to comply with this requirement will result in automatic removal from the board or commission.

☒ I Agree *

WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW CITY COUNCIL TO CONSIDER CHARACTER, MISCONDUCT, OR COMPETENCE OF PERSON TO BE APPOINTED TO A BOARD, COMMISSION, OR OTHER PUBLIC BODY FOR THE CITY OF RENO

The City Council for the City of Reno will be considering on a future posted agenda your appointment to a board, commission or other public body for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By signing below, it is confirmed that I have been provided notice of the meeting at which my appointment will be considered by City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to hold this appointment and consent to the evaluation of my character and competence by the Reno City Council in a public meeting. Further, the undersigned acknowledges that he may at any time withdraw both this waiver and related application for appointment.

Printed Name of Applicant: *

Julia Moreno-Fritz

Today's Date *

11/21/2024

Signature of Applicant: *



Attach Resume (1)

Document Name

MORENO-FRITZ, JULIA APPLICATION FOR WARD 6 NEIGHBORHOOD ADVISORY BOARD (WARD 6) - 11/21/2024

Attachment
Type

RESUME

Julia Moreno-Fritz

julmore27@gmail.com

309-255-6962

[*LinkedIn Profile*](#)

References available upon request.

Professional Summary

Dynamic and results-driven Public Relations Officer with extensive experience in digital marketing, content development, and media relations. Skilled in creating strategic communication plans that enhance brand awareness and community engagement, I have a strong track record of fostering relationships with local media, managing crisis communications, and executing successful outreach campaigns. With expertise in both creative and analytical aspects of marketing, I specialize in content creation for diverse platforms, social media strategy, and driving community-focused initiatives. Adept at crafting compelling narratives and building meaningful connections, I am committed to aligning communication efforts with organizational goals to promote services, events, and civic engagement within the Reno-Nevada community.

Work Experience

Public Relations Officer | Storey County – Virginia City, NV | Aug. 2024 to Present

- **Media Relations:** Build and maintain media relationships, distribute press materials, and serve as the primary point of contact for media inquiries.
- **Social Media Strategy:** Execute a comprehensive social media plan, create content, and track performance to engage with the community.
- **Community Outreach:** Actively participate in community events and collaborate on local initiatives to strengthen connections with residents.
- **Crisis Communication:** Manage public communication during emergencies and critical situations, ensuring clarity and transparency.
- **Content Development & Brand Awareness:** Produce content for various platforms

to raise awareness of county services and events, enhancing public perception.

- Strategic Planning: Align communication efforts with county goals, ensuring all initiatives contribute to broader organizational objectives.

Digital Marketing Manager | Jimmy Beans Wool & della Q - Reno, NV | Feb. 2023 to Aug. 2024

- Copy writer and editor for Jimmy Beans Wool and della Q company newsletters.
- Writes SEO-optimized headlines, subject lines for newsletters, social media posts, and website content.
- Manages press events and writes press releases for Jimmy Beans Wool.
- Manages creative visual processes for Jimmy Beans Wool and della Q newsletters.
- Spearheads text message marketing campaigns, achieving a 36X ROAS.
- Creates and maintains digital advertisements with Google for Jimmy Beans Wool.
- Local liaison for the Reno-Sparks community.
- Manages the Beans for Brains Scholarship.

Public Relations & Advertising Manager | Jimmy Beans Wool - Reno, NV | Sept. 2021 to Jan. 2023

- Created and maintained digital advertisements with Facebook Ads, Google Ads, and Instagram Ads.
- Managed Share-A-Sale, an affiliate marketing program.
- Managed press events and wrote press releases for Jimmy Beans Wool.
- Managed creative processes for wholesale and retail newsletters.
- Created, SEO-optimized, and managed web content for multiple Shopify stores.

Content Marketing Specialist | Jimmy Beans Wool & Madelinetosh - Fort Worth, TX | Jan. 2020 to Sept. 2020

- Managed the newsletter creation process for direct-to-consumer and wholesale customers.

- Maintained social media accounts for Jimmy Beans Wool & Madelinetosh.
- Created and maintained website content for Madelinetosh websites for SEO optimization.

Freelance Journalist | Reno News & Review - Reno, NV | May 2019 to March 2020

- Wrote feature pieces related to businesses and artists in the Reno, Nevada area. One in particular was a story about potential legislation passing on cannabis-smoking lounges. (<https://renonr.com/2020/03/18/lighting-up/>)

Graduate Research Assistant & Graduate Teaching Assistant University of Nevada - Reno, NV | Aug. 2017 to May 2019

- Worked on a Google-funded grant focusing on minority-owned businesses.
- Taught lab classes for Journalism 207: All Things Media: Words and Numbers.
- Edited and graded over 50 students' weekly assignments.
- While working as a graduate Research Assistant, I assisted on filming and producing a documentary on well-known Nevadan art collector, Wally Cuchine (<https://www.youtube.com/watch?v=uQulZ7L5SHE>)

Staff Writer | Daily Record - Ellensburg, WA | June 2016 to Aug. 2017

- Covered events around Ellensburg and Kittitas County for a daily newspaper.
- Wrote stories for supplement newspapers.
- Covered local and state-wide politics and elections.
- Wrote feature pieces on individuals or organizations in Kittitas County.

News Editor | The Observer - Ellensburg, WA | August 2015 to June 2016

- Laid out the news section of the newspaper using InDesign.
- Edited stories and taught reporters about AP style, journalistic ethics, and basic reporting.
- Covered breaking news events and wrote long-form journalism.

News Editor/Reporter | The Vidette - Bloomington, IL | August 2014 to August 2015

- Assigned and oversaw editing on stories relevant to the student body.
- Covered breaking news events and wrote longer stories on comprehensive topics.
- Promoted to editor within 9 months of accepting the reporter position.

Education

- M.A. in Journalism | University of Nevada-Reno - Reno, NV | August 2017 to May 2019
- B.A. in Digital Journalism | Central Washington University - Ellensburg, WA | September 2015 to June 2017
- B.S. in Journalism | Illinois State University - Normal, IL | August 2013 to May 2015