

Patricia Maese

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Summary of Qualifications

- Nearly 15 years of wide-ranging broadcasting and communications experience to include roles as Reporter, Anchor, and Weatherperson.
- Broad experience in radio broadcasting to include fill-in as morning drive co-host for stations: KLAQ 95.5, KSII 93.1, POWER 102, and Sunny 99.9.
- Extensive experience in all areas of news reporting and news coverage.
- Highly competitive, self-starter, resourceful, and goal oriented.
- Extensive knowledge in all aspects of media relations.
- Extensive experience preparing and facilitating presentations and workshops.
- Excellent communication, interpersonal, and negotiating skills. Excels in relationship management.
- Known for delivering impeccable service and follow-through. Versatile and adaptable.
- Able to handle strict deadlines and work in high-pressure environments.
- Experience in dealing with ethics when making business decisions. Excellent in handling public concerns and questions.
- Fully bilingual (English/Spanish).

PROFESSIONAL LICENSES

- FINRA licensed-- Series 6 & 63, Group 1 General Insurance - NM & TX

Education

March 2009 - Webster University

- Master of Arts - Management & Leadership Studies
- 3.82 GPA

July 2000 - University of Texas at El Paso

- Bachelor of Arts - Communications with a Minor in English - Professional Writing and Rhetoric
- Dean's List
- Who's Who Among Students in American Colleges and Universities

Professional Experience

September 2014 – Current • CBS4 Main – El Paso, TX

Main Anchor/Weathercaster – Responsible for leading 5:30 and 10 p.m. newscasts, along with producing weather graphics and presenting forecast for early newscast. Produce, write and present franchise called Money Sense”, and report on special assignments and stories.

September 2013 – August 2014 • AXA Advisors LLC • Fort Worth, TX

Registered Investment Advisor

Responsible for developing marketing strategies to grow customer base through relationship building, electronic mailings, cold-calling, referrals, walk-and-talks and educational seminars. Provide service to existing and new clients. Respond to inquiries regarding client investment objectives and questions, ensuring understanding and satisfaction. Facilitate investment reviews and analyze investment portfolios to review asset allocations, risk tolerance and objectives. Administer life insurance, annuity and pension plan benefits to individual and group clients.

June 2012 – July 2013 • Houghton Financial Partners • El Paso, TX

Licensed Agent / Registered Representative / Marketing Representative

Service existing and new clients. Respond to inquiries regarding client investment objectives and questions, ensuring understanding and satisfaction. Work closely with Senior Investment Advisor in servicing and selling to existing clients. Facilitate seminars on financial planning and debt management. Develop marketing strategies to enhance customer base through electronic mailings, cold-calling, referrals, walk-and-talks and educational seminars. Facilitate investment reviews and analyze investment portfolios to review asset allocations, risk tolerance and objectives. Administer life insurance, annuity and pension plan benefits to group clients.

Sept 2011 – June 2012 • New York Life Insurance Co. • El Paso, TX

Licensed Agent/Registered Representative

Responsible for prospecting, presenting, and maintaining client accounts. Complex subject matter covering all financial instruments to include insurance, IRAs, 401(k)s, 403(b)s, annuities, mutual funds and estate planning.

July 2009–Nov 2010 • Canutillo Independent School District

Public Information Officer (PIO)

Managed all aspects of public relations and communications for a school district with nine campuses and approximately 6,000 students. Responsible for promoting a positive public relations image between the school district and the community. Served on the Superintendent’s cabinet, assisting in both the daily and long-term decision-making processes of the district. Prepared all press releases, articles, and photos for dissemination to media and for use in other district publications. Performed as the district spokesperson and coordinated all aspects of media coverage to promote district events and achievements. Handled crisis management.

Nov 2007-July 2009 • Genpact, Americas Division (Juarez, MX)

Asst. Vice President & Communications Leader

Responsible for all aspects of marketing management, branding, communications, media relations, and effectively promoting the company’s services both internally and externally in all facilities within the U.S., Mexico, and Guatemala. Prepared written and oral presentations; and arranged public appearances, lectures, and contests to increase internal/external company awareness.

2006-2007 • The Housing Authority of the City of El Paso, TX

Public Information Officer (PIO)

- Served as public relations personnel. Successfully coordinated various special event projects—groundbreakings, ribbon-cuttings, press conferences and ceremonies. Served as liaison and represented the agency to maintain and promote effective working relationships with community and governmental agencies. Responsible for developing, researching, and writing marketing and promotional material, to include—annual report, media releases, bilingual newsletters, flyers and pamphlets. Handled Crisis management.

2002-2006 • KFOX-TV • El Paso, TX

Anchor/Reporter

- Served as a member of an Emmy award winning collaborative news team.

2000-2002 • KDBC-TV • El Paso, TX

• **Anchor/Reporter**

• **AWARDS**

Texas – AP Best Newscast 2016 (Division III)
Lone Star Emmy Award Nomination- Best Weekend Newscast (2005)
Lone Star Emmy Awards Nomination – News Story (2004)
RTNDA Edward R. Murrow Station Award (2004)
Texas A.P. 2nd place Continuing Coverage Award (2004)
New Mexico A.P. 1st Place Breaking News Award (2004)
New Mexico A.P. 2nd Place Continuing Coverage Award (2004)
New Mexico A.P. 3rd Place Public Service Award (2003)
El Paso Fire Department News Media Award (2004)