

CYNTHIA GAMEZ

505 Greenhill • El Paso, TX 79912 • (915) 422-3338 • cynthiagamez74@yahoo.com

ECONOMICS INSTRUCTOR WITH DEFINED STRENGTHS IN
CLASSROOM INSTRUCTION | ON-LINE TEACHING TECHNOLOGY | CURRICULUM DEVELOPMENT

CORE COMPETENCIES

Principles of Macroeconomics
Managerial Economics
Blackboard Certified

Principles of Microeconomics
Money and Banking
Data Compilation and Analysis

Economic Development
Effective Communication
Face-to-Face and Online Classroom
Management

PROFESSIONAL PROFILE

EMPLOYMENT HISTORY + CAREER HIGHLIGHTS

OpenStax College - Senior Contributor – Principles of Economics by, published March 2014. ISBN-10 1-93868-23-2/ISBN-13 978-1-938168-23-9

El Paso Community College (El Paso, TX) | *Full Time Tenure-Track Economics Professor* | 2013—Present

- Teach three different economics courses (both in-classroom and online) to undergraduates at one of the largest community colleges in the country, with nearly 30,000 students
- Develop course curriculum and syllabi for face-to-face and online class environments
- Use of appropriate teaching methods for a diverse student population to meet student learning outcomes
- Helped to develop SLOs for discipline
- Core Curriculum Committee
- Program Review Committee
- Puente Mentor
- Teachership Academy Cohort 2013- 2014

The University of Texas at El Paso (El Paso, TX) | *Full Time Lecturer, Dept. of Economics and Finance* | 2004—2009 and *Adjunct Lecturer to present*

- Full time Lecture
- Taught eight different economics courses to a diverse student body, with enrollments of up to 200 students per class, at a university with over 22,000 students
- Served in the vanguard of instructors at the department to integrate technology into the curriculum
- Attended numerous academic conferences on financial markets and investment
- Advised various student committees as well as serving as Secretary to the professional committee on AACSB certification for the College of Business Administration
- Won two awards – 2007 Excellence in Instruction and 2008 Faculty Advisor of the Year – during my tenure

El Paso Electric (El Paso, TX) | 1995—2004 |

Investor Relations Manager, Financial Services Division | 1999—2004

- Developed and implemented a comprehensive investor relations program for this \$900 million utility
- Created and deployed communication and marketing strategies for debt and equity markets resulting in:
 - An improvement in credit ratings to investment grade status from Moody's and Standard and Poor's
 - A doubling of share price to achieve fair valuation
 - Increased analyst research coverage of company stock, going from zero to three research analysts.
 - Insulation from negative publicity from Enron and the then-current electric utility crisis
- Presented to portfolio managers and other members of the financial community; planned annual corporate meetings
- Conducted target market studies to enhance presentations to portfolio analysts and successfully market the stock
- Supervised and designed market intelligence reports for financial benchmarking studies and financial statement analysis for senior management and the Board of Directors:
 - Supervised and conducted special research projects for the company including financial statement analysis, peer analysis, benchmark studies, stock performance reports, stock exchange analysis and shareholder analysis

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- Served as the NYSE and AMEX point person for the transfer of the stock listing to the New York Stock Exchange from the American Stock Exchange
- Collaborated with credit rating agencies and stock specialists at NYSE and AMEX as well as with financial departments within the company to provide meaningful data and financial statistics to facilitate accurate and transparent credit reviews

Lead Forecaster | 2001—2004

- Directed and prepared the 20-Year long term econometric forecast for electricity demand, including developing econometric models to estimate energy consumption
- Collected, verified and updated regional and national data economic data from internal data basis
- Prepared reports for use by Resource Planning, Regulatory Reporting, Financial Accounting and Budgeting and in rate case testimony
- Delivered numerous public presentations on the economic growth of the El Paso and southern New Mexico region
- Collaborated with the University of Texas at El Paso in establishing Economic Border Region Modeling Project which provided long term local economic estimates for input into the El Paso Electric 20-year forecast

Competitive Intelligence Business Unit Leader | 1997—1999

- Targeted high-value industrial and commercial accounts to promote company energy efficiency services
- Designed, supervised and conducted customer satisfaction surveys that included face-to-face interviews, data compilation and analysis

Senior Market Researcher | 1995—1997

- Successfully identified market opportunities for energy conservation in coordination with economic development professionals to industry recruitment incentive packages
- Collected and analyzed census data, real estate data and economic indicators for strategic decision-making by City leaders
- Led regional economic development activities such as the City of El Paso Empowerment Zone, El Paso Collaborative for Economic and Community Development and Target Industry Studies

The City of El Paso (El Paso, TX) | Economic Development Program Analyst | 1992—1995

- Worked with the Texas State Enterprise Zone Program to successfully attract major employers to the City such as Home Depot and Siemens, among many others

Rio Grande Council of Governments (El Paso, TX) | Economic Development Program Manager | 1990—1992

- Successfully implemented Texas State Enterprise Zone Program in the County of El Paso, securing collaborative commitment from four communities on a program which ultimately new jobs

EDUCATION

The University of Texas at El Paso (El Paso, TX) | MS in Economics

The University of Texas at El Paso (El Paso, TX) | BBA in Finance

The University of Texas at El Paso (El Paso, TX) | BA in Business Administration

Extensive continuing education coursework in Market Research, Finance, Statistics, Accounting, Process Reengineering and Project Management

PROFESSIONAL AFFILIATIONS

National Association for Business Economics (Rio Grande Chapter)

COMMUNITY INVOLVEMENT

El Paso Conservatory of Dance (El Paso, TX) | Board Member and Budget Director | 2009—2013

- Oversee the annual budget for the El Paso Youth Ballet, the nonprofit arm of the Conservatory
- Prepare all projections, review all expenditures and determine necessary breakeven points
- Wrote successful grant applications for the City of El Paso Museums and Cultural Affairs Department Community Arts Program.