



CID & MACEDO, INC.
SOCIAL JUSTICE STRATEGIES

2018

710 Van Ness Avenue #235, Fresno, California 93721

Exhibit 2

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INTRODUCTION

At Cid and Macedo, Inc., we are committed to using our expertise to advance social justice, amplify existing community power, build capacity, and provide a path to victories at a local, regional, state and national level.

We bring an impeccable reputation from partnering with community, non-profits, government, philanthropy, and other sectors to accelerate policy and systemic change. Where others see problems and impossible barriers, we see solutions and opportunities.

If after reading this proposal you should have any questions, please do not hesitate to contact us at amparo@cidmacedo.com and aida@cidmacedo.com. In the meantime, thank you for considering Cid and Macedo, Inc. to provide the City of Carson social media services.

Yours truly,

Aida Macedo
Amparo Cid



SCOPE OF WORK

Cid and Macedo, Inc., is prepared to provide strategic and personalized social media services to the City of Carson including overseeing the City's social media platforms such as Twitter, Instagram, Facebook, and YouTube as well as optimizing engagement with constituents and visitors to these sites.

In order to fulfill the City's goal to create a personal connection with its on-line platform followers. We will:

1. Provide strategic support of the City's outreach messaging to residential and business communities
2. Oversee and update all social-media platforms
3. Amplify the City's online presence through visualization, messaging, content updates
4. In collaboration with the City, draft clear content to disseminate on social media outlets
5. Attend meetings with City leaders as needed to execute contract services

BUDGET

We are available to provide **25 hours** per week at a rate of **\$250** an hour to work on advancing the project above. Based on our experience, we anticipate that we will need about 3-5 hours a day with the possibility of additional hours at the beginning of the project. Payments of **\$10,000** will be due on a monthly basis to Cid and Macedo, Inc.

CONSULTANTS

The lead consultant and point of contact on this project will be **Evelyn Barajas** with support from Amparo Cid and Aida S. Macedo. Ms. Barajas brings a wealth of experience in social marketing, content production, and graphic design. She currently holds the position of Digital Content Producer/Consultant with Cid & Macedo, Inc. Mrs. Barajas participates in designing, testing, implementing, evaluating, and delivering polished end marketing products. She currently directs all phases of the creative and technical side of online production for Cid & Macedo, Inc.

and assists clients in the creation of online platforms, content delivery, and messaging. Mrs. Barajas holds a Bachelor of Science in Computer Information Systems from DeVry University and has over ten years' experience in the tech industry overseeing all phases of digital media projects. She has worked with multi-million dollar running websites, specializing in graphic design, social media, audio/video content, online advertising and customer service management.

Below is Mrs. Barajas' current resume outlining her detailed expertise.

Evelyn Barajas

1421 E. Swift Ave. Fresno, CA 93704 • evelyn@cidmacedo.com • (559) 537-6111

Education

JUNE 2007

**B.A. in Computer Information Systems / DeVry University,
Long Beach, CA**

Skills

<ul style="list-style-type: none">• Strong management skills in developing, implementing, evaluating, and training• Ability to balance multiple priorities and requests in a fast-paced environment• Exceptional knowledge of digital media• Strong work ethic and team-oriented• High proficiency with Microsoft Office	<ul style="list-style-type: none">• Excellent grammar and spelling skills with an eye for detail• High understanding of social media platforms• Proficient with Adobe Photoshop• Experienced with PC and Mac platform• Fluent in English and Spanish
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Experience

OCT 2017 – PRESENT

Digital Content Producer / Consultant / Cid & Macedo, Fresno, CA

- Web development and ongoing support for the company's website via the Wix platform.
- Troubleshoot and assist with all tech related issues.
- Develop and drive all social strategies and initiatives.

- Build, distribute, and track results of monthly newsletters.
- Measure and report analytics from Wix platform, Google Analytics and social media tools.
- Create captivating artwork for Facebook, Instagram, Twitter, and other emerging platforms.
- Monitor and analyze social media performance and key metrics.
- Incorporate brand guidelines and adhere to best practices.
- Conduct monthly conferences with internal staff to develop strategies and tactics.
- Provide timely, accurate, and effective communication via email.

OCT 2007 – Aug 2018

Sr. Web Producer / Nox Solutions, Los Angeles, CA / Remote

- Manage multiple sites on the CMS by creating and editing daily content and ensuring data is up to date and accurate.
- Build strategic relationships with clients and maintain communication with internal staff.
- Implement and schedule online promotions, email campaigns, and track results.
- Collaborate with internal staff in the development of new projects including designing, implementing, testing, documenting, and training clients.
- Measure and maintain accurate reports and logs of upcoming and historic changes.
- Produce and send out monthly newsletters to reach a specific audience.
- Research, write, and edit content for multiple WordPress sites.
- Manage social media accounts for clients including Instagram, Facebook, and Twitter.
- Develop compelling graphics including logos, promos and ad banners.
- Design and create new website layouts with quick turnaround times.
- Create and manage all training documentation for clients and end users.
- Conduct video conferences to effectively communicate with internal staff and clients.
- Ensure customer support metrics are achieved by evaluating, recommending, troubleshooting, and implementing customer support.
- Produce, edit and encode video using Windows Movie Maker and iMovie
- Publish captivating video content on various YouTube channels.
- Edit and encode hours of audio using Sony Sound Forge and Audacity.
- Coordinate sharing digital files using FTP sites, Amazon S3, and Dropbox.
- Create products for e-commerce sites and manage product inventory levels.
- Provide timely, accurate, and friendly communication via live online chat.
- Organize and manage training calls and onsite meetings.
- Moderate message boards for adverse content and rules violations.

For biographical information for consultants, Amparo Cid and Aida S. Macedo, please visit our website at <https://www.cidmacedo.com/about-us>

PROFESSIONAL REFERENCES

1. **Kaying Hang**, Vice President of Programs and Partnerships, Sierra Health Foundation, (916) 922-4755 x3319 1321 khang@sierrahealth.org
2. **Ashley N. Emerzian, Esq.**; Partner; Emerzian Shankar Legal, Inc.; 559-779-4357; aemerzian@eslegalinc.com
3. **Sandra Celedon**; President & CEO, Fresno Building Healthy Communities; 559-256-8723; sceledon@fresnobhc.org