

## Contact

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[www.linkedin.com/in/roberto-tellez-8077ab8b](http://www.linkedin.com/in/roberto-tellez-8077ab8b) (LinkedIn)

## Top Skills

Community Organizing  
Political Advertising  
Political Campaigns

## Languages

English (Native or Bilingual)  
Spanish (Professional Working)

## Certifications

Marketing Foundations: Value Proposition Development  
Marketing Foundations (2014)  
Writing a Marketing Plan  
Creating Your Strategic Marketing Plan  
CMO Foundations: Become an Effective CMO

# Roberto Tellez

Owner at T-Strategies  
Laredo, Texas

## Summary

Robert Tellez is a graduate of Texas A&M International University in Laredo, Texas, where he earned a bachelor in Political Science with a minor in Communications. Robert is the sole proprietor of T-Strategies, a political consulting firm. Robert's expertise is in political organization and communications. Transitioning from primarily political consulting into providing private sector businesses with strategic messaging has been a natural process. Robert finds time to volunteer for League of United Latin American Citizens (LULAC), for which he serves President of Council #12. He is also a Board member of the Laredo Regional Food Bank and serves as Vice-President.

Very capable political/Issues campaign manager. Specializing in campaign organization and communications. Vote builder/VAN experience in building effective grassroots organization.

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## Experience

### T-Strategies

Owner

December 2017 - Present (2 years 6 months)

Laredo, Texas, United States

### LULAC Texas

Deputy State Director

June 2019 - Present (1 year)

### Liquid Studio Group, LLC

Director Of Communications And Public Relations

September 2018 - April 2020 (1 year 8 months)

Laredo, Texas Area

### Liquid Studio Group

Director Of Communications And Public Relations

September 2018 - April 2020 (1 year 8 months)

Laredo, Texas Area

LULAC- Texas District 14

District Director

March 2017 - May 2019 (2 years 3 months)

Laredo, Texas Area

T-Strategies

Owner

March 2018 - September 2018 (7 months)

Laredo, Texas Area

Law Office of Jose Salvador Tellez

Senior Paralegal

January 2015 - September 2018 (3 years 9 months)

duties entail more responsibility than clerical tasks, and fall into a broad range of substantive legal work. Conduct factual and legal research, draft legal documents, work with clients, and manage cases.

LISD Bond Election 2018 Vote Yes Proposition A+

2 months

Consultant

April 2018 - May 2018 (2 months)

Laredo, Texas Area

Campaign Consultant

April 2018 - May 2018 (2 months)

Laredo, Texas Area

LISD Bond 2018 Election consultant

Campaign Consultant

April 2018 - May 2018 (2 months)

Laredo, Texas Area

Coordinated entire campaign for a Single Purpose PAC in favor of a School Board Bond for Laredo Independent School District.

lisd bond election 2018 vote yes proposition a+

<https://www.facebook.com/LISDvoteYESPropA/>

Campaign Consultant

April 2018 - May 2018 (2 months)

Laredo, Texas Area

Tom Wakely for Texas Governor  
Communication Specialist  
October 2017 - April 2018 (7 months)  
Texas

Unsuccessful campaign Texas Democratic Party Primary- Governor of Texas

Victor Villarreal for Webb County Court at Law II 2018  
Consultant  
September 2017 - April 2018 (8 months)  
Successfully Elected! Looking forward to 2022!

South Texans Against the Refinery  
Field Organizer  
February 2017 - July 2017 (6 months)  
Bruni, Texas

Influence Opinions  
Contract Consultant  
February 2017 - July 2017 (6 months)  
Laredo, Texas

Albert Torres Jr - City of Laredo Council District 4  
Consultant  
November 2016 - December 2016 (2 months)  
Laredo, Texas

Re Elect Roque Vela Jr - City of Laredo Council District 5  
Campaign Manager  
August 2016 - November 2016 (4 months)  
Laredo, Texas

Hillary For America  
Volunteer Lead  
2015 - 2016 (1 year)  
South Texas Hillary for America Volunteer Lead

Webb County Democratic Party  
Executive Director  
June 2013 - January 2015 (1 year 8 months)  
Laredo, Texas Area

Work with the Chairperson to coordinate Precinct chair meetings.

Coordinate/Organize events for Statewide Candidates/Elected Officials  
Administer Votebuilder access for Precinct chairs  
Provide Votebuilder trainings  
Help candidates acquire Votebuilder access through the Texas Democratic Party.

### Texas College Democrats

Regional Director

August 2013 - 2015 (2 years)

Act as an adviser to chapters of Texas College Democrats in South Texas

Organize Candidate/Elected Official on-campus visits

Chapter Development

Fundraising

Recruitment/expansion

### Kumori sushi & teppanyaki

manager

June 2011 - February 2012 (9 months)

Manage staff scheduling

Manage Inventory/loss prevention

Enforced safety/sanitation standards

Trained Wait staff

Manage restock of food and beverage inventory

### NBA Development League RGV- Vipers

Mascot

June 2010 - February 2012 (1 year 9 months)

Maintained home court advantage

Directed crowd chants towards opponents at crucial points of the game

Assisted in media time outs creating specific performances/skits and games

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## Education

Texas A&M International University

Political science, Political Science and Government · (2012 - 2014)

The University of Texas-Pan American

· (2006 - 2012)



**LinkedIn** LEARNING

## Certificate of Completion Congratulations, Roberto Tellez

### Marketing Foundations (2014)

Course completed on Jan 6, 2020

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

VP, Learning Content at LinkedIn

LinkedIn Learning  
1000 W Maude Ave  
Sunnyvale, CA 94085



Instructional Delivery Method: QAS Self Study

In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been granted based on a 50-minute hour. LinkedIn is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its web site: [www.nasbaregistry.org](http://www.nasbaregistry.org)

Field of Study: Communications and Marketing

Program: National Association of State Boards of Accountancy (NASBA) | Registry ID: #140940

Certificate No: AcJ\_nEHZqcgyCI0aUPdSGhYR0rR

Continuing Professional Education Credit (CPE): 3.40



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Certificate of Completion  
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## Writing a Compelling Blog Post

Course completed on Feb 26, 2020

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VP, Learning Content at LinkedIn

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Sunnyvale, CA 94085



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Program: PMI® Registered Education Provider | Provider ID: #4101

Certificate No: AcfUaa\_87h27x4bTEGXJKMK88FIH

PDU/ContactHours: 0.50 | Activity #: 100020003909



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## Certificate of Completion Congratulations, Roberto Tellez

### Marketing on Snapchat

Course completed on Apr 24, 2019

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1000 W Maude Ave  
Sunnyvale, CA 94085



Instructional Delivery Method: QAS Self Study

In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been granted based on a 50-minute hour. LinkedIn is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its web site: [www.nasbaregistry.org](http://www.nasbaregistry.org)

Field of Study: Communications and Marketing

Program: National Association of State Boards of Accountancy (NASBA) | Registry ID: #140940

Certificate No: AWzomSVPFki5vPyUK0IJJadyuQD8

Continuing Professional Education Credit (CPE): 1.20



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## Create A Brand Strategy

Course completed on Apr 25, 2019

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Certificate No: AWuOIP3npJfjpXnnQ\_z9tVb-1ez

PDUs/ContactHours: 1.00 | Activity #: 100020003869





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## Building an Integrated Online Marketing Plan

Course completed on Apr 26, 2019

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

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1000 W Maude Ave  
Sunnyvale, CA 94085



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Certificate No: AZoxYTgnaE0bUBQZ-x0B8EheiqEA

PDUs/ContactHours: 2.25 | Activity #: 100020003854



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Certificate of Completion  
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## Social Media Marketing: Optimization (2017)

Course completed on Nov 22, 2019

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

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Certificate No: AZ9Oele7YEKLZ964iUZpoGLSuSPD

PDU/ContactHours: 0.75 | Activity #: 100020003857



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## Marketing Foundations: Value Proposition Development

Course completed on Jan 6, 2020

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

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Sunnyvale, CA 94085



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Certificate No: AV6scqG9-WNmR08Hy2EB6AYB1yxN

PDUs/ContactHours: 0.50 | Activity #: 100020003879



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Certificate of Completion  
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## CMO Foundations: Become an Effective CMO

Course completed on Feb 4, 2020 • 1 hour 9 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

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Sunnyvale, CA 94085

Certificate Id: ATKd0fG45N60iRzjWlCcFyzUtVJi



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## Certificate of Completion

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### WordPress: SEO

Course completed on Nov 21, 2019 • 1 hour 15 min

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Sunnyvale, CA 94085

Certificate Id: AZSJUxeTHVHFYtHuUC7A7BjjytH2



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Certificate of Completion  
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## Social Media Marketing Foundations (2017)

Course completed on Apr 23, 2019 • 1 hour 56 min

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Sunnyvale, CA 94085

Certificate Id: AXS0PJFNctGkiobtbPc1UJqHkP7z



## Certificate of Completion

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### Become a Social Media Marketer

Learning Path completed on Dec 18, 2019 • 13 hours 54 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

#### Top skills covered

Small Business Marketing, Social Media Marketing, Corporate Social Media, Social Media Advertising

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Sunnyvale, CA 94085

Certificate Id: AUAgK99BgXwRo2qGImTXNnO7uXhv