

## CORI GARCIA – MARKETING AND COMMUNICATIONS ADMINISTRATOR

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Role: Cori is responsible for all internal and external economic development marketing efforts and communications.

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Prior to joining Gilbert, Cori served as the Marketing and Communications Manager for the Downtown Mesa Association, where she is proud to have successfully led a year-long rebranding process and campaign for the downtown. Through an expansion and redirection of marketing program strategies, Cori was able to gain national exposure for the area. In addition to marketing responsibilities, Cori avidly worked on installing public art projects in the Main Street Corridor, implementing new business retention and attraction strategies, and supported various City of Mesa initiatives.

Cori also held a position with the University of California, San Diego, focusing on creating marketing and event strategies to support university development goals and objectives. Several of the projects Cori worked on at the university won national awards through the Council for Advancement and Support of Education (CASE).

Cori earned a Bachelor of Science from the University of Phoenix with a focus on Hospitality and Tourism Management. She has been a resident of Gilbert for five years and is passionate about shopping locally and building her community.