



CITY OF SANTA FE

Memorandum

Date: August 6, 2025

To: Mayor Alan M. Webber

From: Christine M. Spiers, Santa Fe Women's Commission Liaison CS

Via: Erin K. McSherry, City Attorney EM

RE: Request for Approval of Appointment of Santa Fe Women's Commission Member

The Santa Fe Women's Commission was established by Resolution No. 2019-24 to advance the cause of gender equity and opportunity for all women and girls in Santa Fe. The Resolution provides that the Women's Commission works to provide a gender equity policy lens through which to evaluate the City of Santa Fe's ("City's") programs, policies, services, ordinances, budget, and practices as they relate to and affect women and girls.

The purpose of the Commission is "to advance the causes of gender equity and opportunity for all women and girls in Santa Fe". The Commission's role is to make recommendations that improve the lives of women and girls. Such recommendations of the Commission include, but are not limited to the following topics:

- "The impact of existing or proposed ordinances and/or City policies or practices on women and girls in the City and surrounding communities;
- The impact of the structure, policies, and/or practices of City departments on women and girls working for the City;
- The impact of the City's public statements, advertising, messaging, and/or marketing on women and girls;
- Way the City can use evidence- and data-driven decision-making to align its programs, policies and practices with larger aims of social justice and human rights, including issues of equity and opportunity; and
- Ensuring that diverse voices of women in the community at large are being represented and heard."

The Women's Commission consists of seven (7) members appointed by the mayor and consented to by the Governing Body, with representation from each district and at-large members. In addition, two alternates may be appointed. The Commission has four (4) vacancies total: one (1) in District One, one (1) in District Three, one (1) at-large, and one alternate.



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In order to fill the vacancy in District One, the Chair of the Commission puts forward the name of Kellie Barela for Mayor Webber's consideration. Further, the Santa Fe Women's Commission recommends the appointment of Kelli Barela to the Santa Fe Women's Commission as a representative for District One. Ms. Barela is a fifth-generation Santa Fean as well as a marketing professional, and, as demonstrated in her attached resume and personal statement she is committed to bring deep community roots and strong creative leadership to the Santa Fe Women's Commission.

KELLI R. BARELA

MARKETING & COMMUNICATIONS LEADER

SUMMARY

Strategic communications and marketing professional with over 10 years of experience developing internal and external communication strategies, driving engagement, and executing go-to-market product and service plans. Accomplished in crafting compelling messaging, supporting leadership communication initiatives, and fostering collaboration across multiple teams. Experienced in event execution, stakeholder engagement, and creating data-driven content strategies to inform, inspire, and align messaging with organizational goals.

CONTACT

- EMAIL: [REDACTED]
- PHONE: [REDACTED]

WORK EXPERIENCE

- 2023 - PRESENT • **MARKETING MANAGER**
State Employees Credit Union | Santa Fe, NM
 - Oversees marketing department operations, managing a team of three to execute multi-channel campaigns and optimize marketing and communication performance
 - Manages the department's budget, ensuring cost-effective allocation of resources to maximize ROI
 - Serves as a key committee member for two major annual fundraising events, contributing to raising over \$200,000 for Girls on the Run Santa Fe and Children's Miracle Network
 - Establishes best practices for volunteer communication, event messaging, and sponsorship marketing
 - Collaborates with the business development team to develop sales enablement tools, and enhance internal engagement strategies
 - Establishes and maintains strong relationships with vendors, negotiating contracts and ensuring high-quality service delivery
 - Coordinates cross-functional collaboration to align marketing initiatives with overall business goals
- 2022 - 2022 • **PRODUCT MARKETING MANAGER**
Mindbody | San Luis Obispo, CA - Remote
 - Directed four product-focused exhibitor booths from ideation to execution at an annual users conference with over 800 attendees, including event messaging, presentations, and sponsorship engagement
 - Designed and implemented marketing programs to drive customer adoption and engagement with new product offerings
 - Developed go-to-market deck templates utilized by over 50 product managers to streamline product messaging and positioning
 - Partnered with leadership to create communication frameworks for product launches and feature updates, ensuring clear messaging across teams
 - Built strong cross-functional relationships across product, sales, and customer success teams to drive cohesive marketing strategies
- 2012 - 2022 • **PRODUCT MARKETING MANAGER**
Jackrabbit Systems & Simpleview | Santa Fe, NM/Tucson, AZ - Remote
 - Developed and executed marketing strategies for ten global products, with a focus on customer engagement and lead generation
 - Launched half a dozen new product go-to-market strategies, including three in three months, collaborating with leadership and sales teams
 - Led post-event lead follow-up initiatives to optimize sales conversions and improve event ROI
 - Created an "exhibit boot camp" training program, providing employees with best practices for event setup, engagement strategies, and messaging alignment
 - Crafted product benefits, feature sets, and messaging based on customer personas and market insights
 - Developed a free data resource benefiting over 150 monthly users, strengthening customer retention and enhancing added value benefit

KELLI R. BARELA

MARKETING & COMMUNICATIONS LEADER

EDUCATION

- BACHELOR OF ARTS
Southwest University of Visual Arts
Albuquerque, NM

COURSES & CERTIFICATIONS

- LEADERSHIP SANTA FE
Spring 2025 Graduate
- CERTIFICATE IN DIGITAL MARKETING
HubSpot Academy
- CERTIFICATE IN PRODUCT-LED FUNDAMENTALS
ProductLed
- CERTIFICATE IN DIGITAL MARKETING
Skye Learning
- PRODUCT MARKETING FOUNDATIONS
LinkedIn
- LIFECYCLE MARKETING FOUNDATIONS
LinkedIn

TOOLS & PLATFORMS

- MARKETING & AUTOMATION TOOLS
HubSpot
Salesforce / Pardot
Pendo.io
Act-On
Mailchimp
- ANALYTICS & DATA
Google Analytics
Google Ads
Google Looker Studio
Tableau
- COLLABORATION & PRODUCTIVITY
Slack
Zoom
Monday.com
Asana
Wrike
Confluence
- CREATIVE & DESIGN
Adobe Suite (Illustrator, InDesign, Photoshop, XD, After Effects)
- SECURITY & TOOLS INTEGRATION
Zapier
1Password
LastPass
- PRODUCTIVITY & MISCELLANEOUS
Google Workspace (Docs, Sheets, Slides)
Microsoft Suite
Kadince
CRM

VOLUNTEER WORK

- THE BURNING OF ZOZOBRA
Marketing & Design
Fundraising
Stage Management
- BOYS & GIRLS CLUBS
Marketing & Design
- SANTA FE PLAYHOUSE
Marketing & Design

CORE SKILLS & COMPETENCIES

- COMMUNICATIONS EXPERTISE
Marketing Strategies & Management
Internal Communication Strategies
Content Creation
Writing & Communications
Email Marketing & Marketing Automation
Product Marketing & Positioning
Video Production
Brand Marketing & Management
Event Marketing & Management
Sales Enablement
- PROJECT & TEAM MANAGEMENT
Project Management
Process Optimization
Cross-Functional Collaboration
- TECHNICAL SKILLS
User Experience Design
Content Management (CMS: WordPress, HubSpot, etc.)
HTML/CSS

Kelli Barela Bio

Kelli is a fifth-generation Santa Fe native who grew up on her family's land with her two brothers, where her parents still live today. A proud graduate of St. Michael's High School, Kelli moved to Las Cruces and later to Albuquerque to pursue her education, ultimately earning a Bachelor of Arts degree.

Her professional journey began when, at just 21 and still in school, Kelli landed her first role as a Creative Director at ClearChannel Outdoor in Albuquerque. After graduating, she transitioned to a promising position with an up-and-coming local ad agency, where she thrived as an Art Director and Illustrator. However, when the 2008 recession hit, the agency had to close, leading Kelli to start freelancing as a graphic designer. She soon secured a full-time role as an Art Director with a web and creative agency, where she expanded her skill set to include web coding and user interface design.



Her career continued to evolve when she took on the role of Creative Director and Marketing Manager for a local software company. There, she played a pivotal role in designing innovative user experiences and establishing a full marketing function that helped drive significant company growth. Following the company's acquisition, she remained with the larger firm as a Marketing Manager, gaining valuable experience in working with companies headquartered outside of New Mexico.

Today, Kelli serves as the Marketing Manager for State Employees Credit Union of New Mexico. She chose this role as her next professional chapter because it allows her to make a meaningful impact in her home state. Passionate about contributing to her community, Kelli is excited to support an organization that shares her dedication to enriching the lives of New Mexicans.

Kelli currently lives in Santa Fe with her partner, their lively three-year-old son, and their spirited dog. Deeply committed to the people and culture of Santa Fe, she is eager to be part of building a vibrant community where people want to raise their families.

Signature: Erin McSherry

Erin McSherry (Aug 6, 2025 11:10:46 MDT)

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Signature: CHARLSTEIN SPIERS

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