



Ray O'Connell, Interim Mayor
City of Allentown
435 Hamilton St, 5th Floor
Allentown, PA 18101-1699
Office 610.437.7546
Fax 610.437.8730
Ray.OConnell@allentownpa.gov

TO: Michael Hanlon
City Clerk

FROM: Ray O'Connell *ROC*
Interim Mayor

DATE: October 3, 2019

SUBJECT: Authorities, Boards, Commissions Appointments

Mayor O'Connell has approved the following appointment for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Alejandra Nicole Soler	EAC	01/02/2021

Ms. Soler is replacing Mr. Joseph Hoffman on this commission. I have attached her resume for your review.

ROC/kal

Attachments

REQUEST FOR APPOINTMENT

DATE 9/28/2019

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT

TO: Allentown Environmental Advisory Council

NAME: Alejandra Nicole Soler

HOME ADDRESS: 120 N 4th St Apt 3 Allentown, PA 18102

BUSINESS ADDRESS: _____

TELEPHONE NO. (RESIDENCE) (484)954-8763 BUSINESS _____

EMAIL: alijsole@gmail.com

PRESENTLY EMPLOYED BY: Soler Illuminations LLC

JOB TITLE: Owner, Graphic Design and Marketing

EMPLOYMENT: (PRIOR) Boise Creative Center Administrator

EDUCATION:

HIGH SCHOOL GRADUATE: _____ YES _____ NO
COLLEGE OR UNIVERSITY GRADUATE x YES _____ NO
DEGREE/FIELD OF STUDY Associates in Graphic Design

CURRENT MEMBERSHIP IN ORGANIZATIONS AND OFFICES: Pledge to Earth

In collaboration with Global Empowerment Mission, and I Trust You

Movement

PAST ORGANIZATIONAL MEMBERSHIPS AND OFFICES: Hemp Industries Association

DO YOU LIVE IN THE CITY OF ALLENTOWN ☒ YES ☐ NO

HAVE YOU EVER BEEN ARRESTED? : No

IF SO, WHY? _____

DO YOU HAVE A SIGNIFICANT "BUSINESS" OR "PROPERTY" INTEREST IN ALLENTOWN?
PLEASE EXPLAIN: _____

No.

ARE YOU A REGISTERED VOTER: ☒ YES ☐ NO

WHY ARE YOU INTERESTED IN THIS APPOINTMENT? BE SURE TO INCLUDE WHAT VALUE
YOU WILL BRING TO THE BOARD: I believe I am well fitted to research, connect, and advise

on issues pertaining to community resources, climate change and am passionate about

necessary green innovations. I have the time, dedication, and ability to be a productive contributor.

I am excited about projects like green business certifications, green roofs, clean energy transitions,

green parking lots, bee conservation, tackling plastics, and becoming a carbon neutral culture.

DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER
OF AN AUTHORITY, BOARD OR COMMISSION: ☐ YES ☒ NO

IF YES, EXPLAIN: _____

IF YOU ARE BEING CONSIDERED FOR REAPPOINTMENT, PLEASE INDICATE
HOW MANY TERMS YOU HAVE SERVED _____ AND THE
YEAR YOU WERE FIRST APPOINTED _____.

NOTE: This information will be used for making appointments to authorities, boards and
commission and in the event you are appointed/reappointed, it may be used as a news
release to identify you to the community.

Alejandra Soler

Signature

9/28/2019

Date

Please forward this request for appointment, along with a resume to:

City Clerk's Office
City Hall
435 Hamilton Street
Allentown, PA 18101

Alejandra Nicole Soler

Allentown, PA

(484)954-8763

alijsoler@gmail.com

Professional Statement: I am an Allentown business woman passionate and prepared to serve in creating a greener community. It is time to take action, and innovate. I am excited to learn more about city inner workings, and aid in creating alliances with organizations to effectively preserve and regenerate environments and ecosystems in Allentown and onward!

Skills

- Making Community Connections
- Leading Initiatives
- Dynamic Problem Solver
- Common-Sense Approach

Technical Skills:

- Adobe Photoshop, Illustrator
- Microsoft Office
- Skilled Digital and Physical Illustrations
- Laser cutting and engraving of wood, glass, metal, acrylics, and more
- Printing - Banners, posters, tshirts, cards, and more
- Skilled Digital and Physical Illustrations

Education:

Stevens-Henager College, Boise ID

Associates Degree in Graphic Design

January 2014 – August 2015

Work Experience:

Boise Creative Center, Boise ID

May 2015 – September 2015

Administrator

- Brainstorm and carry out community events and classes
- Create relationships with local groups and businesses
- Manage and contribute to the upper-administration of the organization
- Conduct company sales
- Building maintenance, including: tours, stocking & ordering supplies, opening & closing the building

Independant Contracting Soler Illuminatins LLC

2011 – 2019

Artist/ Graphic Designer/Laser and CNC

- Meet with clients and create custom marketing materials
- Negotiate price and deadlines
- Create custom tailored business development plans

Volunteer Experience:

Pledge to Earth Campaign

August 2019-Present

Core Facilitator

- Raise Funds For Bolivian Firefighters in the Amazon
- Communicate with Ground Support and Community Leaders of at risk communities
- Order and assist in reports for Mission Proposals
- Create alliances with other organizations
- Manage social media profiles
- Work in council with world leaders and influencers

Alejandra Nicole Soler

Allentown, PA

(208)392-3232

Alijsole@gmail.com

References

Amber Bieg

Warm Springs Consulting LLC

(415)601-3279

Victoria Kastillo

I Trust You Movement

+62 813-3992-6805

*please use this number on WhatsApp as she is usually traveling international

Alex Vega

Boise Creative Center, CEO

(208) 371-9697