




George Latimer  
County Executive

WHEREAS, a vacancy exists in the membership of the Westchester County Hispanic Advisory Board:

NOW, THEREFORE, I, George Latimer, County Executive of Westchester County, in accordance with the terms and provisions of the Westchester County Charter, appoint Alex E. Acaro, 70 Locust Avenue, Apt. 315B, New Rochelle, New York as a member of the Westchester County Hispanic Advisory Board, for the term February 22, 2024 to December 31, 2025.

Given under my hand  
and seal this 22<sup>nd</sup> day  
of February, 2024.



George Latimer  
County Executive

Office of the County Executive

Michaelian Office Building  
148 Martine Avenue  
White Plains, New York 10601

Email: [CE@westchestergov.com](mailto:CE@westchestergov.com)  
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# Westchester County

George Latimer  
County Executive

February 22, 2024

Mr. Alex E. Acaro  
70 Locust Avenue, Apt. 315B  
New Rochelle, NY 10801

Dear Mr. Acaro,

It is my pleasure to appoint you to serve as a member of the Westchester County Hispanic Advisory Board effective today, Thursday, February 22, 2024. This appointment is for a term to expire on December 31, 2025.

Your appointment is subject to confirmation by the Westchester County Board of Legislators, but your service begins immediately. You must complete the attached Oath of Office within 30 days, either by appearing at the County Clerk's office or mailing the signed and notarized form to our office.

When you have filed your Oath of Office, a Resolution to confirm your appointment will be submitted to the County Board of Legislators. As part of the confirmation process, you may be called before the Board to be interviewed. Please contact Martha Lopez at (914) 995-2947 for the date, place, and time of the upcoming meeting for your participation.

Pursuant to Local Law, as a member of a Westchester County Board and/or Commission, you are responsible for adhering to the requirements of our Code of Ethics, which includes the filing of a financial disclosure statement with the County Board of Ethics.

Warmest wishes for a successful tenure.

Very Truly Yours,



George Latimer  
Westchester County Executive

GL/ts

cc: Honorable Board of Legislators  
Joan McDonald, Director of Operations

Office of the County Executive

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148 Martine Avenue  
White Plains, New York 10601

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# Alex Acaro

Valhalla, NY | [www.AlexAcaro.com](http://www.AlexAcaro.com) | (914) 426 - 5166 | [Acaroalex91@gmail.com](mailto:Acaroalex91@gmail.com)

## RELEVANT EXPERIENCE

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### Volunteer New York! | Director of Marketing and Communications

March 2023 – Present

- Responsible for all collateral production, content marketing, email marketing, social media marketing and seo marketing
- Manage the organization's website and database
- Produce live in-person events and fundraising campaigns to further drive the organization's revenue engine
- Worked successfully with local government, private sector, and executives of every level

### Hearts & Science | Strategist, MCM & Digital Activations for HBO Max

December 2021 – March 2022

- Launch paid media campaigns across social, direct, programmatic, OOH, and audio totaling 2.5M for HBO Max's podcast and its multicultural marketing initiatives: Pa'Lante, Human by Orientation, Scene in Black, and AAPI
- Build social media audiences and manage audience-first social media campaigns on FB/IG, Twitter, and TikTok
- Assist the brand team plan an annual \$61M media budget across all media channels which resulted in an 8% brand lift
- Streamline KPI measurements by creating benchmark docs to use for campaign optimizations and planning

### Blue Media Project, LLC | Founder & Creative Director

November 2017 – June 2022

- Provide strategic and tactical direction for execution team including budgeting and planning
- Develop marketing creative assets for consumer, B2B, public service, religious institutions, and non-profits
- Manage paid ad campaigns amassing over \$0.2M in spend and optimize when necessary to meet client objectives
- Effectively handle planning, pitching, executing, reporting, and optimizing over 30 marketing campaigns

### Cabanillas & Associates | Director of Marketing & Public Relations

March 2021 – December 2021

- Support the Marketing Director manage \$0.4M in annual ad campaign spend and a \$0.7M department budget
- Write and edit promotional copy, create promotional videos and graphics, and monitor social media channels
- Assist the marketing team boost annual revenue by nearly 30% and weekly revenue by \$0.6M
- Develop messaging strategy and produce radio appearances with 93.1 AMOR, La Mega 97.9, and 96.3 FM
- Handle press outreach, manage and monitor company website; write newsletters, press releases, and recap reports

### NBCUniversal | Advertising Sales Associate Program

July 2017 – July 2018

- Monitored and optimized live digital ad campaigns, setting KPIs for each media plan launched
- Helped with building digital media plans across MSNBC, CNBC, Today, and NBC News Properties
- Assisted Media Planners with ad billing, pacing, and third-party reporting for a portfolio totaling \$1.5M
- Designed client pitch decks, creative briefs, sizzle reels, one-sheets, and managed sponsorship trackers

## ADDITIONAL EXPERIENCE

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### Getty Images | Contributing Photographer

July 2020 – Present

### Westchester County Government | Staff Assistant

October 2018 – September 2020

## SKILLS | AWARDS | ORGANIZATIONS | TRAININGS

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**Skills:** CMS Web Design, SEO, SEM, HTML, Illustrator, CRM, DFP, Sizmek, Adobe Premiere Pro, Adobe Photoshop, Word, Excel, PowerPoint, Facebook Ads Manager, Social Media Management, Media Planning, Public Relations

**Awards:** Westchester Magazine: Wunderkind Class of 2021; 2017 Lambda Pi Eta Honor Society

**Organizations:** T Howard Foundation, Arena Academy, Lambda Pi Eta, Organizing for Action, New Rochelle Democratic Committee, Indivisible Westchester, Hispanic Democrats of Westchester, Westchester Young Democrats

**Trainings:** Arena Academy's 2019 Class, DCCC's 2018 Field Fellow, OFA's 2017 Organizing Fellow

## EDUCATION

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### Iona College | GPA: 3.8

Master of Business Administration in Marketing

New Rochelle, NY

May 2020

### State University of New York at New Paltz | GPA: 3.5

Bachelor of Arts in Public Relations; Minor in Economics

New Paltz, NY

May 2017

### Berkeley College | GPA: 3.7

Associates in Applied Science in Business Management

New York, NY

December 2014

**COUNTY OF WESTCHESTER  
OATH OF OFFICE**

**For Appointees to County Boards and Commissions**

STATE OF NEW YORK )  
 ) ss.:  
COUNTY OF WESTCHESTER )

I, Alex Acaro do solemnly swear (or affirm) that I will support  
(Print or Type Name)

the constitution of the United States, and the constitution of the State of New York, and that I will faithfully discharge the duties of the office of Westchester County Hispanic Advisory Board in and for the  
(Print or Type Board Name)

County of Westchester, according to the best of my ability.

Date: 3/8/24 [Signature]  
(Signature)

Sworn to and subscribed before me this 8<sup>th</sup> day of March,  
2024.

[Signature]  
(Signature)

Timothy E. Dull  
(Print or Type Name)

Counsellor at Law  
(Title of Official Administering Oath)

Mail original Oath of Office to Office to Andrew Ferris, Office of the County Executive, 148 Martine Ave., Room 916D, White Plains, NY 10601 for filing within thirty (30) days of the commencement of the term of office or the notice of appointment.