


George Latimer
County Executive

WHEREAS, a vacancy exists in the membership of the Westchester County Women's Advisory Board, due the expiration of term of Tarshiena Diaz:

NOW, THEREFORE, I, George Latimer, County Executive of Westchester County, in accordance with the terms and provisions of the Westchester County Charter, appoint Nicole Toro, 33 Ritchie Drive, Yonkers, New York as the District 17 representative member of the Westchester County Women's Advisory Board, for the term October 26, 2020 to December 31, 2021.

Given under my hand
and seal this 26th day
of October, 2020.


George Latimer
County Executive

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County Executive

October 26, 2020

Ms. Nicole Toro
33 Ritchie Drive
Yonkers, NY 10705

Dear Ms. Toro,

It is my pleasure to appoint you to serve as the Legislative District 17 representative on the Westchester County Women's Advisory Board, effective today, Monday, October 26, 2020, pursuant to the Laws of Westchester County §177.41. This appointment is for a term to expire on December 31, 2021.

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 and file it with the County Clerk prior to the next Women's Advisory Board meeting, and provide this office with a copy within 30 days. Please contact the Westchester County Office for Women at (914) 995-5972 for the date, place, and time of the Women's Advisory Board's upcoming meeting for your participation.

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.

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 annual filing of a financial disclosure statement with the County Board of Ethics. A financial disclosure form is attached.

Warmest wishes for a successful tenure.

Very Truly Yours,



George Latimer
Westchester County Executive

GL/wm

cc: Honorable Board of Legislators
Robin Schlaff, Director – Westchester County Office for Women
Joan McDonald, Director of Operations

Office of the County Executive

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

Email: ce@westchestergov.com
Telephone: (914)995-2900

westchestergov.com

Nicole Toro

33 Ritchie Drive, Yonkers NY 10705 | (914)393-9489 | ntoro1217@gmail.com

Core Competencies:

- *Effective Communicator & Problem Solver*
- *Versatile in multifaceted & fast-paced environments - Ability to Work Under Pressure*
- *Team player, hard worker, quick learner, enthusiastic & dependable*
- *Strong understanding of: Marketing, Ad Operation, Creative, Ad Traffic & Production workflows*

Digital Advertising Experience:

- *Knowledgeable in DFP, Openx, AdRoll, Taboola, MediaMath*
- *Ad Verification, Viewability, Geo-Targeting, Audience Segmentation (Doubleverify, IAS, Moat)*
- *Creative Management (Celtra)*
- *Research (comScore, Nielsen, Google Analytics)*
- *Social Media: FB/IG Boosts, (Crimson Hexagon Reporting)*

Advertising Operations:

- *Knowledgeable in Media Planning, Marketing & Campaign Management*
- *Well-versed in Media Initiatives: Newsletter, Social Media, Video & Mobile Campaign Performance, KPI Metrics & Optimization*

Education/Affiliations:

- *M.B.A: Business Administration (2015)*
- *B.S: Business Admin./Marketing (2011)*

*College of Mount Saint Vincent
Riverdale, NY*

- *Board Member (2015)
100 Hispanic Women, Westchester Chapter*

Reference Upon Request

Experience Summary

03/2019- Present

Marketing & Outreach • Program Specialist • SUNY Westchester EOC

- *Develop and implement programs within the Westchester community to elevate student awareness.*
- *Promote awareness, involvement and participation to heighten the program's visibility and student enrollment within CBO's, government officials and potential students.*
- *Secure marketing plans and support sales plans to benefit the involvement of Westchester EOC within the Community.*

01/2018- Present

Adjunct Marketing Professor • College of Mount Saint Vincent

- *Responsible for developing & managing syllabus materials, which includes compiling tests, assignments & class exercises geared towards teaching about the Marketing Industry.*

11/2016- 06/2018

Client Services • Account Manager • iOne Digital

- *Created and strategized with different teams within the company to create a successful implementation of digital campaigns to achieve clients' objectives, KPI and ROI, resulting in over-delivery within campaigns.*
- *Managed key Blue Chip clients such as: Macy's Coca-Cola, Fujifilm, Showtime and Comcast. Covered over \$2MM book of business.*
- *Provided insight, analyzed and monitored all digital campaigns.*

09/2015- 11/2016

Digital • Account Manager • Latina Media Ventures, LLC.

05/2007- 03/2011

Sales • Account Manager • Latina Media Ventures, LLC.

- *Partnered with the sales team to develop client digital solutions, best practices and trends. Implementation of digital projects, leading to clients' increased objectives and KPI measurements.*
- *Managed, tracked and reconciled all client advertisement—revenue forecasting, client billing, monthly commissions & payroll reports for Clients & Internal Stakeholders*

08/2014- 08/2015

Atrium Staffing • Temporary/Seasonal Staffing • Aeropostale & Resorts World Casino

- *Completed assignments for Temporary/Seasonal Work*

03/2013- 07/2014

Sales & Marketing • Digital Coordinator • CNBC Digital

- *Identified prospective clients using Salesforce and other advertising databases*
- *Served as liaison between clients and executives on digital campaign needs.*

03/2011- 03/2013

Sales & Marketing • Sales Assistant • Mun2/Telemundo

- *Served as Managed over 28 Key accounts, in Spanish and English, conducting daily/weekly meetings, order entry, back-orders & credit memos*
- *Developed tracking tool to monitor personal sales pipeline & forecasting*
- *Utilized DSPs, i.e MediaMath, on campaign based on GRP's & impressions*

4/7/20

J

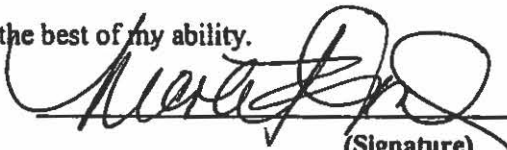
COUNTY OF WESTCHESTER OATH OF OFFICE

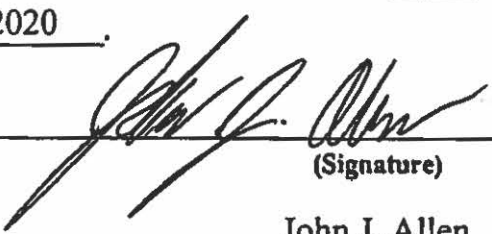
STATE OF NEW YORK)
) ss.:
COUNTY OF WESTCHESTER)

I, Nicole Toro 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 Women's Advisory Board in and for the
County of Westchester, according to the best of my ability.

Date: October 29, 2020


(Signature)

Sworn to and subscribed before me this 29th day of October,
2020.

(Signature)
John J. Allen
(Print or Type Name)
Deputy County Clerk
(Title of Official Administering Oath)

FILED
OCT 29 2020
TIMOTHY C. IDONI
COUNTY CLERK
COUNTY OF WESTCHESTER