

FERNANDO MORENO

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OBJECTIVE

I will leverage my academic training and work experience in economics, urban planning, property assessment, and public administration, to advance the public interest.

DEGREES

Masters: Public Administration:

University of Wisconsin at Milwaukee 2016

Masters: Urban Planning:

School of Architecture and Urban Planning

University of Wisconsin at Milwaukee 2016

Bachelor of Arts: Economics. College of Letters and Sciences

University of Wisconsin at Milwaukee 2010

RELEVANT SKILL SETS

Project management; Spanish fluency; public speaking/presentations; committee/board membership; customer service; technical analysis & writing; property valuation; market analysis; inspection

WORK EXPERIENCE

The City of Milwaukee

Apr. 2017- Present

Milwaukee, Wisconsin

Property Appraiser – Assessor's Office

- Appraised residential and commercial property for the City of Milwaukee.
- Assigned responsibility for valuation of over 12,000 properties in more than 13 neighborhoods.
- Conducted interior inspections of hundreds of structures within the city.
- Represented the City of Milwaukee in valuation objections and disputes between property owners and the Assessor's Office.
- Took and passed two State of Wisconsin Assessor Certification Program civil service exams to qualify for Assessor II-level work (Certification #WI81604).
- Served on the Membership Committee of the International Association of Assessing Officers (IAAO) since January 2018.

The Village of Brown Deer

Jan. 2014-Apr. 2017

Brown Deer, Wisconsin

Zoning & Planning Specialist

- Authored the winning bid that netted Brown Deer, Wisconsin, a national award as one of only ten "All-America" cities in the nation (2016).
- Served as the Village's first dedicated code enforcement officer, creating a code enforcement system that quintupled processing of code violations from 75 to 350 enforcement actions and/or citations per year.
- Researched, designed, authored, and implemented the Village's first Vacant Property Registration Ordinance, allowing the Community Services Department to pursue lenders failing to properly maintain foreclosed and abandoned properties, while also recouping thousands of dollars per annum for the municipality.

- Authored and presented the Village's first Comprehensive Outdoor Recreation Plan to the Parks & Recreation Dept., Village Board, and state Department of Natural Resources (successfully qualifying the Village for hundreds of thousands of dollars in state and federal grants).
- Regularly attended various civic and public functions with Community Development Director.
- Met with developers and assisted them with negotiation of the local permitting and public approval process.
- Served as the Village of Brown Deer's (and seven Northshore communities) representative on the VISION 2050 Committee.
- Monitored and managed the Customer Response Management system to elevate the municipality's organizational ability to respond to residential concerns or complaints in a timely, transparent manner.

The Village of Brown Deer

July 2012 – January 2014

Brown Deer, Wisconsin

Economic Development Intern

- Designed and implemented Community Destination Signing Master Plan for the Village, in conjunction with state D.O.T. regulations regarding signage along state highways.
- Researched and authored the Village's first Comprehensive Outdoor Recreation Plan.
- Assisted the Inspection Department with customer service, when understaffed.
- Attended various civic and public functions with Community Development Director.
- Conducted surveys of Village property owners and major employers (to determine availability of subsidized or below-market housing within village borders, and to assess feasibility of new MCTS transit routes through the Village).
- Created GIS maps of commercial parcels within village available for development, and maintained Wisconsin Economic Development Corporation profiles for each property,

The Water Council

August 2011 – July 2012

Milwaukee, Wisconsin

Research Intern

- Met regularly with Water Council leaders to update them on market research findings and to incorporate organizational priorities into ongoing research projects.
- Conducted market research to identify Milwaukee-area firms with greatest innovative potential in "water-cluster" fields.
- Prepared condensed version of research findings for use by UWM graduates conducting policy analysis for the Water Council.
- Created Water Council's "master" spreadsheet of Milwaukee's "water cluster" containing extensive data regarding firms, personnel, revenues, research & development potential, market trends, media exposure, and human capital resources. Prepared spreadsheet for conversion to database format.

ACTS (Allied Churches Teaching Self-Empowerment)

December 2011 – July 2012

Milwaukee, Wisconsin

Community Development Intern (part-time)

- Interviewed Homebuying Specialists and Counseling Managers to analyze organizational management of Affordable Housing Program grant application process.
- Prepared report on Affordable Housing Program grant application process for Executive Director, with recommendations for organizational improvements and efficiencies
- Assisted staff with ACTS home sale events.
- Assisted Homebuying Specialists with analysis of prospective target properties (degree of rehabilitation work needed, photographic documentation and entry of data into SUGAR database)

Department of Commerce**May 2011 – December 2011**

Milwaukee, Wisconsin

Lead Field Representative (part-time)

- Observed and trained new field representatives in interviewing techniques, use of federal surveying and communications software, and completion of daily and weekly transmissions and reports to regional offices.
- Used federal software programs to manage survey campaign.
- Managed a field staff of six representatives on an active or on-call basis, twenty-four hours a day, seven days a week for six months.
- Filed weekly reports to field office staff and superiors, and fielded daily calls and emails from representatives and survey respondents.
- Travelled throughout Milwaukee County conducting face-to-face interviews with hundreds of survey respondents.
- Used scanning equipment, federal encryption/decryption devices, laptops, printers, and copiers to perform daily duties and maintain adequate supplies for my team.

Hartman Property Inspections LLC**Dec. 2010- June 2011**

Milwaukee, Wisconsin

Inspector (part-time)

- Conducted residential inspections to verify occupancy and assess value.
- Compiled, scanned, and uploaded inspection reports to corporate archives.
- Employed digital cameras and GPS devices to keep corporate records up to date.

Manpower, Inc.**Sept. 2006 – Apr. 2007**

Mequon, Wisconsin

Shipper/Receiver (full-time for Sentinel Fluids).

- Performed final inspection of shipments for international transport.
- Prepared customs documentation (bills of lading, bills of material, invoices, shipping manifests, packing lists).
- Received and inspected incoming freight, scheduled truck pickups, and performed inventory audits.
- Assembled customized hydraulic manifold units for Bucyrus, Nordco., Falk, P&H Mining.

Gamesa Wind US**Dec. 2005 - Sept. 2006**

Philadelphia, PA

Corrective Technician (full time)

- Inspected 240-300 ft. tall, wind turbine towers to ensure compliance with federal and corporate safety and performance standards.
- Supervised contractor maintenance and re-commissioning of wind turbines.
- Documented readings from control units for transformers, capacitors, generators, anemometers, yaw motors, and output gauges for various windfarms worldwide (Illinois, Wisconsin, Pennsylvania, northern Spain).
- Kept management teams in Philadelphia and Pamplona apprised of local wind farm performance and inventory trends with regular reports pertaining to output, equipment, and contracted personnel.
- Performed extensive translation between Spanish and American managers, engineers, and contractors.

LICENSES, CERTIFICATIONS, AWARDS, & VOLUNTEERING

National Winner-Finalist, All-America City Awards (2016)

UWM Urban Planning Academic Scholarship (2011)

Mobile Skills Crew Volunteer, Ice Age Trail Alliance, (2010 - Present)

Recognition of Outstanding Service as a Student Representative

(Milwaukee Area Technical College - 2007)

PRESENTATIONS, PUBLICATIONS, PROJECTS

- The Village of Brown Deer's Vacant Property Registration Ordinance (Chapter 39 of the Village Code):
https://www.municode.com/library/wi/brown_deer/codes/code_of_ordinances?nodeld=PTIICOOR_CH39VAFOPR
- The Village of Brown Deer Comprehensive Outdoor Recreation Plan:
<http://www.browndeerwi.org/wp-content/uploads/2014/06/CORPOct2015.pdf>
- Collaborative design project to redesign and redevelop the Harambee Community's Milwaukee Enterprise Center - North Campus (free version available upon request):
<http://www.lulu.com/content/paperback-book/locust-point/8823352>
- Comparative analysis of the bicycle transportation infrastructure and master plan for Portland, Oregon, and Milwaukee, Wisconsin. (McNair Scholars Program - 2008).
<http://graduateschool.uwm.edu/forms-and-downloads/researchers/mcnair/2008/moreno.pdf>

REFERENCES

(PROFESSIONAL)

Mr. Steve Miner
Commissioner
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Milwaukee, Wisconsin
(414) 286-3101

Mr. Scott Winter, CAE
President
Wisconsin Association of Assessing Officers (WAAO)
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(ACADEMIC)

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