Deidre Flores
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Professional Summary

Professional with experience in budget management and community engagement, achieving significant improvements in service delivery through effective program development and staff supervision. Proven ability to build strategic partnerships that enhance community initiatives and foster collaboration. Recognized for high productivity in entertainment and recreation management, with expertise in event coordination and customer experience enhancement. Strong communicator with exceptional critical thinking skills, dedicated to delivering measurable results in dynamic environments.

Skills

- Budget management
- Program development
- Community engagement
- Staff supervision and management
- Event planning and coordination
- Conflict resolution strategies
- Customer relations management
- Effective communication skills
- Team building and collaboration
- Workshop facilitation and training
- Performance evaluation
- Employee relations and support
- Contract negotiation and management
- Board/commission relations and communication
- Verbal and written communication proficiency
- Professional demeanor and ethics
- Training and development initiatives
- Interpersonal relations skills
- Problem solving expertise

Work Experience

City of Kerrville -
Parks and Recreation Department
Kerrville, TX
Assistant Director
April 2022 – February 2024

- Supported Director in overseeing management and operations of parks and recreational facilities.
- Assisted in implementing Parks and Recreation Master Plan and Kerrville 2050 Plan.
- Directed planning and organization of activities to ensure effective delivery of recreational services.
- Supervised staff, managed operating budgets, and coordinated with departments and external organizations.
- Promoted community engagement through recreational programs while ensuring maintenance and safety of parks.
- Streamlined contract submission process, creating a tracking system for monitoring expirations and renewals.
- Managed RecTrac/WebTrac system migration, minimizing registration downtime and enhancing user satisfaction.

- Implemented new procedures for maintenance reporting at Kerrville- Schreiner Park, fostering team cohesion.
- Assisted in budget preparation and resource allocation for departmental projects.
- Collaborated with local organizations to create partnerships supporting community initiatives.
- Established standards of excellence for customer service delivery throughout the organization.
- Oversaw employee relations issues such as grievances, disciplinary actions, and terminations.
- Monitored staff performance, provided feedback, and conducted annual reviews.
- Evaluated existing systems and processes and recommended improvements

Brushy Creek Municipal Utility District
Round Rock, TX
Community Center Manager
May 2019 – September 2021

- Oversaw daily operations of community center, supervising programs for youth, adults, seniors, sports, and fitness.
- Recruited and trained staff to enhance team cohesion and clarify job responsibilities.
- Collaborated with Board of Directors, preparing reports and presenting updates at meetings.
- Completed special project for Executive Director, updating department SOPs for consistency in procedures.
- Led development of district's internal vision statement for Branding Strategy; presented findings to Board and staff.
- Managed Community Center projects including renovation of garden and kitchen mold remediation, filing insurance claims.
- Implemented safety protocols to ensure secure environment for visitors.
- Monitored facility maintenance to maintain cleanliness and support program delivery.

CCMC
Austin, TX
Community Manager/Lifestyle Directory
June 2016 – July 2017

- Successfully managed multiple master-planned communities, ensuring seamless operations and development.
- Led teams to open new communities, supervising employee hiring and onboarding.
- Executed employee relations strategies, coaching staff on best practices and company protocols.

- Presented three community budgets within five days, achieving developer approval for all budgets.
- Transitioned multiple communities from developer to HOA, implementing vendor contracts and transferring utilities.
- Promoted community activities and updates through effective management of social media platforms.
- Trained new staff in community policies and procedures, enhancing engagement practices.
- Addressed customer inquiries promptly, maintaining high levels of satisfaction.

City of Kyle –
Parks and Recreation Department
Recreation Division Manager
September 2007 – May 2016

- Ensured the successful performance of the recreation, aquatics, athletics, fitness, and contract programs.
- Oversaw planning, development, and implementation of community recreational programs and activities.
- Managed budget allocation for multiple parks and recreation initiatives to optimize resources.
- Led program development to enhance community engagement in recreational activities.
- Collaborated with local organizations to promote recreational programs and events effectively.
- Conducted regular employee reviews to assess performance and identify training needs.
- Revamped summer camp program, generating annual excess revenue exceeding $15,000.
- Established internship program, ensuring sustainability of departmental programs and events.
- Monitored division performance against goals, budgets, and industry trends.

Additional Relevant Experience

Texas State University
San Marcos, TX Adjunct Lecturer Spring 2015 and 2016

Texas Recreation and Park Society
Jonestown, TX Membership Services Manager March 2001 – January 2007

Round Rock Parks and Recreation Department
Round Rock, TX Recreation Program Coordinator March 2000 – January 2001

Education

Texas State University San Marcos, TX December 2014
Master of Science Degree in Recreation and Leisure Services

Texas State University San Marcos, TX August 1998
Bachelor of Science Degree in Recreational Administration

Certifications

National Recreation and Park Association (NRPA)

- Certified Parks and Recreation Executive (CPRE)

Volunteering and Leadership

Texas Amateur Athletic Federation (TAAF)

- Education Committee, Co-Chair
- Summer/Winter Games of Texas Liaison