



togetherforbetter

Spring Valley TAB

Application Description Placeholder

Full Name: Kriselle Rhia Mendoza Gabriel **Phone Number:** [REDACTED]

Email Address: [REDACTED]

Home Address: 7288 Plushstone St
Las Vegas, Nevada 89148

Mailing Address: 6675 S Tenaya Way Suite 200
Las Vegas, Nevada 89113

Employer: GG Creatives LLC **Occupation:** Self-Employed

Affiliations: I am not currently serving on other committees.

Skills & Experience: Prior to becoming self-employed, I worked doing marketing for architecture firms, so I am familiar with the process for projects to get approved, urban design/city planning, and the impacts of different types of zoning/infrastructure on a municipality. During that part of my career, I also participated in pop-up infrastructure projects in cities such as Culver City and Long Beach, CA, and I also participated in community outreach/feedback for infrastructure projects such as the LA Metro Connector to Little Tokyo. I have also lived abroad in the suburbs of Sydney, Australia, where I first became aware of city planning and design that was similar in many ways to American city planning, but in other ways more effective and safer for the community at large.

In my day-to-day work, much of my job consists of breaking down jargon-heavy or policy-heavy language into simple language that the general public can understand or will engage with.

I also have proficient fluency in Tagalog and have limited fluency (mostly comprehension) of Spanish.

Note: This document and accompanying materials become public record once received by Clark County.

Application Questions:

To be eligible to serve, you must be both a qualified elector (eligible to vote) and a resident of the unincorporated town or area encompassed by the TAB or CAC. By clicking the checkbox, you acknowledge that you meet the eligibility requirements.

Yes

Meeting days, times, and frequency vary from one TAB/CAC to another. The schedules are listed here: <a href="[Meeting Schedule](https://www.clarkcountynv.gov/government/departments/administrative_services/town_liaison_services/spring-valley-tab)

By clicking the checkbox, you acknowledge that you are able to attend meetings on a regular basis.

Yes

Click the checkbox if you have previously attended a Planning Commission or County Commission meeting.

No

Upload Resume or Letter of Interest

"https://clarkcountymediastorage.blob.core.windows.net/boards/2025-12-11/20251211T204247832Kriselle%20G_2025%20Resume%20%281%29.pdf"

Click the checkbox if you have previously attended a TAB or CAC meeting in Clark County.

Yes

If you have, which one and what was your experience?

I attended the Spring Valley TAB meeting on 11/25/25. The experience was straightforward and to the point, though I know that most of the general public who may attend the meetings would be overwhelmed by the amount of jargon used and may find it difficult to follow along. I was able to follow and generally understand the meeting because of my background in architecture and planning, but if I didn't have that experience, I would have struggled to stay engaged.

Please list any boards or commissions that you currently serve on:

Board Member - Soapbox Project, non-profit based in Seattle, WA

Why are you interested in becoming a member of your TAB or CAC?

I want to be part of making Spring Valley a better place to live, and I want to help demystify local community engagement for younger people like myself.

I verify by my signature below that all statements made on this application, as well as any information attached hereto, are true and complete to the best of my knowledge. I understand that an electronic signature has the same weight and effect as a handwritten signature. Furthermore, I understand that an incomplete application and any modifications to this application will not be accepted or considered. This document and accompanying materials become public record once received by Clark County.

Yes

Signature

Kriselle Gabriel

Date

12/11/2025

Kriselle Gabriel

Digital Director & Content Creator focusing on Social Impact & Advocacy

Las Vegas, NV

EXPERIENCE

The Nevada Coordinated Campaign (Harris for President), Hybrid — Deputy Digital Director

JUN 2024 - NOV 2024

Created and spearheaded the influencer program for the Biden-then-Harris presidential campaigns in Nevada, engaging over 150 Nevada-based creators throughout the course of the campaign

Led an influencer program that generated \$3,000,000+ in total content value with a reach of nearly 50 million people, significantly boosting candidate awareness and voter engagement

Oversaw day-to-day operations of the Digital Department under the direction of the Digital Director

Develop exclusive content creator experiences at all campaign events and rallies in conjunction with the Nevada state Trips Department and Harris for President National Advance Team, such as opportunities to take photos with Vice President Kamala Harris, reserved priority seating for influencers, and campaign merchandise

Develop creative strategies to engage non-political content creators by organizing events like creator brunches, sending curated campaign packages, and collaborating on ways to seamlessly integrate political themes into diverse niches, such as food, fashion, and lifestyle.

Manage a cohort of content creators in the last month of the presidential campaign and provide weekly messaging guidance based on Harris for President messaging priorities

GG Creatives (Self-Employed), Remote — CEO, Consultant, Facilitator

NOV 2016 - PRESENT

Audit clients' digital accounts for cohesion, brand messaging, audience reach, and efficacy of current social media assets and posts prior to developing a digital strategy

Develop a digital strategy for non-profit and political advocacy clients nationwide based on digital audit results, general best practices, and organizational goals

Produce social media assets, such as infographics and short-form video for clients, including writing video scripts and occasionally participating as on-camera talent

Edit video ads and other video assets for various members of the U.S. Congress

Create social media educational graphics and write Public Service Announcements to encourage civic engagement with young voters, such as during the 2021 Georgia Senate Runoff Race for Senators Jon Ossoff and Raphael Warnock

SKILLS

Influencer Partnerships (12 years)

Emotional Intelligence

Intercultural Communications

Adobe Creative Suite

Public Speaking

Canva

Advanced PC and Apple Technology Proficiency

Stakeholder Management

Adaptability to multiple environments/industries

Sprout Social

Hootsuite

AWARDS

PRism Award 2018

Gold Hermes Creative Award 2018

Asian American Podcast Association Golden Crane Awards Nominee 2020

CERTIFICATIONS

Women's Entrepreneurship, Cornell University 2021

Unconscious Bias, Catalyst 2021

Previous and current client industries: politics, non-profit, architecture, urban design, higher education, esports & gaming, religious institutions, and entrepreneurship

She the People, Remote — *Social Media Manager*

NOV 2022 - APR 2023 *LAID OFF

Increased engagement on original content by nearly 400% across Facebook, Instagram, Twitter, & LinkedIn within 4 months

Collaborate with elected officials and leaders to produce videos, graphics, and blog posts about policy priorities and accomplishments, such as: Congresswoman Mary Peltola (AK), Congresswoman Barbara Lee (CA), Congresswoman Bonnie Watson Coleman (NJ), Congresswoman Rashida Tlaib (MI), U.S. Department of Labor Deputy Secretary Julie Su, Los Angeles Mayor Karen Bass

Conduct outreach and manage influencer relationships for the Step Into Your Power campaign with San Francisco's Department on the Status of Women

Produce easy-to-understand social media infographics and social videos about recently passed legislation, data, and events relevant to women of color constituents and voters

EDUCATION

Vanguard University, Costa Mesa, CA — *Bachelor of Arts in Communication Studies with an emphasis in Journalism*

AUGUST 2012- DECEMBER 2015

Optimizing Diversity on Teams, University of Pennsylvania 2020

LANGUAGES

Tagalog, Working Fluency

Spanish, Intermediate Comprehension, Limited Speaking Fluency