

**Alma Perez** is a passionate business marketing professional who thrives in dynamic, goal-oriented environments. Known for her optimistic outlook and resilience, she approaches challenges as opportunities for growth. Alma is deeply committed to empowering younger generations to embrace their beliefs and pursue their ambitions with determination and hard work.

Alma Perez has an extensive background in project management, marketing strategy, and political organizing. At IDEA Public Schools, she led branding initiatives for new school launches across Texas and Louisiana and managed signature events, including the largest College Signing Day, attended by nearly 26,000 people over four days. Currently, Alma works with Peña Garza Consulting, providing clients with strategic marketing solutions tailored to their needs. She also serves as the Rio Grande Valley Field Director for Texas Latino Conservatives, where she focuses on expanding outreach and supporting conservatives in running for elected office. Alma serves as the Public Relations Committee Chair for the Hidalgo County Republican Party, managing marketing, promotions, social media, media relations, and outreach initiatives to grow community engagement. As President of the Hidalgo County Young Republicans, her leadership was instrumental in electing Monica De La Cruz as the first-ever Republican Congresswoman from the district and Mayra Flores as the first Mexican-born Congresswoman in U.S. history during the 2022 Special Election. In 2024, Alma played a pivotal role in electing President Trump and helping Hidalgo County swing in his favor.

Alma Perez is a passionate advocate for Free School Choice and an active member of the Girl Scouts of Greater South Texas community where she has served as the Historian for the McAllen Service Unit. She is deeply involved in her daughter's dance training, providing unwavering support in her development and education. Alma is also pursuing a personal fitness milestone with a goal of running the New York City Marathon in 2025, reflecting her dedication to perseverance and growth both personally and professionally.

Alma resides in McAllen with her husband, Joacim Hernandez and their two daughters, Joy-Elyse and Sol Hernandez.