

Lucero Aréchiga



Lucero Aréchiga is a communications and public relations leader with a passion for storytelling and enacting palpable progress.

Lucero currently serves as a Public Information Specialist Senior with the City of Austin Code Department and served as Community Outreach lead for Homeland Security and Emergency Management for the initial 9 months of the Covid-19 pandemic.

Lucero is responsible for establishing and maintaining solid and ethical relationships with media for accurate, balanced, and timely distribution. She develops educational campaigns and messaging to tell the story of Austin Code to all Austin populations.

Prior to her work in Code Enforcement, she was a leader in the business development field for 10 years with clients from a variety of industries including: health care, education, food, retail, hospitality and government. Working in a variety of industries has allowed her to work in different environments applying effective communication concepts and strategies that cut across all business environments.