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RECEIVED

AUG 29 2019

CITY CLERKS OFFICE

August 29, 2019

Dear Mayor and Council,

I am writing to express interest in serving as the 10th District Alderwoman. This community and its citizens are like no other, and it would be an honor to serve District 10 and my city.

I believe my work experience has prepared me extremely well to take on this role. I had the unique experience to serve the entire state as Miss Wisconsin 2016. This opportunity allowed me to travel over 35,000 miles across the state to promote my literacy platform and work and volunteer with an array of schools, civic organizations, and community groups. From my year of service I gained strong public speaking skills, leadership abilities and people skills. I learned how to connect with differing groups of people, from young children in a classroom to seniors in an assisted living facility to business men and women at corporate dinners. It was also in this role that my passion for public service grew. Once my year commenced, I could not wait to return to Manitowoc with the intention of working to make a positive, lasting impact for its people.

In my current role at United Way Manitowoc County, I work daily to identify and create lasting solutions to our community's most daunting social issues. I live and work each day with a community-focused mindset while listening and researching the needs of our entire population to ensure each individual and family has the opportunity to live a quality life. In addition to this role, I serve on the steering committee for the Young Professionals of Manitowoc County. I am passionate about bringing more young professionals and families into our community to create a prosperous community with new, innovative ideas and motivated young leaders. I have also recently been accepted into the 2019-2020 Leadership Manitowoc County course which will further enhance my leadership skills.

Ultimately, I wish to serve in this capacity because I know I have the passion, commitment and skillset to help make this community an even better place where every citizen can live, work and play. If appointed, I promise to listen, understand and act with the interests of the 10th District in mind while leading and advancing the shared vision for the future of Manitowoc.

Thank you for your thoughtful consideration.

Sincerely,


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EDUCATION

Bachelor of Arts, Communication Arts, May 2016
University of Wisconsin-Madison

RELEVANT EXPERIENCE

United Way Manitowoc County

Marketing and Brand Strategy Manager

September 2018-Present

- Manages annual fundraising efforts including workplace campaign, sponsorships and grants
- Plans and executes strategic marketing, brand management and media relations
- Cultivates and maintains positive relationships with volunteers, community and business leaders, investors, donors and community partners
- Organizes and manages corporate volunteer engagement efforts and online volunteer center

RED Development (Greenway Station Shopping Center)

Marketing Specialist

January 2018-September 2018

- Created, developed and implemented strategic marketing plans to positively impact traffic, sales and revenue
- Planned and executed integrated advertising programs across traditional and digital channels
- Organized center wide events and promotions
- Managed approximately \$200,000 marketing budget

Ideas that Evoke

Assistant Account Executive

June 2017-November 2017

- Developed strategic campaigns to successfully market clients, communicate their initiatives and promote their sales, events and products
- Community managed and monitored the Facebook, Instagram, YouTube and Twitter accounts for global clients and provided customer service across all platforms daily
- Wrote, edited, created content for and scheduled weekly and monthly social content calendars

Miss America Scholarship Organization

Miss Wisconsin 2016

June 2016-June 2017

- Enhanced the visibility and success of the Miss Wisconsin Organization as the statewide spokesperson and goodwill ambassador through appearances and speaking engagements at schools, festivals, fundraisers, civic organization meetings and community events
- Travelled 35,000 miles across the state to speak, volunteer and educate for my personal service platform: "Open Books, Open Opportunity: Promoting Literacy in Our Communities"
- Served as statewide goodwill ambassador for Children's Miracle Network Hospitals
- Posted digital content daily to the organization's and state titleholder's Facebook, Twitter, Instagram and Snapchat accounts to promote the organization

VOLUNTEER

- Young Professionals of Manitowoc County
- Miss Wisconsin Organization
- Miss Green Bay Area Organization and Miss Harbor Cities Organization