
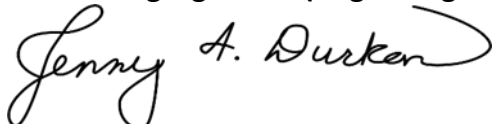




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Mikhael Mei Williams</i>		
Board/Commission Name: <i>Seattle Arts Commission</i>		Position Title: <i>Member</i>
<input type="checkbox"/> Appointment OR <input checked="" type="checkbox"/> Reappointment		Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Date Appointed: <i>12/16/2020</i>	Term of Position: * <i>1/1/2021</i> to <i>12/31/2022</i> <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Central Seattle</i>	Zip Code: <i>98112</i>	Contact Phone No.: 
Background: <p><i>As a Seattle native, Mikhael Mei Williams credits the city's vibrant arts and cultural landscape as the impetus for her nearly 20-year career promoting arts and cultural organizations and events across the private, nonprofit, higher education and public sectors. She holds a Master of Public Administration from the University of Southern California School of Policy, Planning, and Development where her thesis focused on the impact arts and cultural have on the economic revitalization and social vibrancy of cities.</i></p> <p><i>Ms. Williams has held marketing leadership positions at some of the region's most iconic brands and events including Seattle Art Fair, Upstream Music Fest + Summit, Bumbershoot Music & Arts Festival, and Showbox Presents. She has worked at nationally renowned arts organizations including Maryland Institute College of Art (MICA), Hammer Museum at UCLA, Long Beach Museum of Art and Sundance Film Institute. She is the current vice chair on the One Reel board of directors and previously served as Board President for The Vera Project.</i></p>		
Authorizing Signature (original signature): 	Appointing Signatory: <i>Jenny A. Durkan</i> <i>Mayor of Seattle</i>	

*Term begin and end date is fixed and tied to the position and not the appointment date.

QUALIFICATIONS SUMMARY

Highly effective, pioneering marketing executive, I build brands and meaningfully connect them with diverse audiences through digital innovation, design and storytelling. Equal parts strategist and tactician for nearly 20 years for some of the region's most iconic public-facing brands and events across private, corporate, nonprofit, and public sectors.

AREAS OF EXPERTISE

- Omnichannel Marketing
- Creative & Brand Strategy
- Sponsorship Activation
- Content Development
- Digital & Social Media
- Partnership Marketing
- Event Planning & Management
- Advertising & Media Buying
- Vendor/Agency Management

PROFESSIONAL EXPERIENCE

ENTERCOM COMMUNICATIONS

Seattle, WA

Regional Director, Marketing & Events

June 2019 – July 2020

Department head overseeing marketing and events for Entercom in the Pacific Northwest region. This includes brand management and marketing of 12 iconic radio stations along with business strategy, marketing and production of over 25 annual large-scale events and 200+ smaller events in Seattle and Portland metropolitan areas. Manage operating budget of over \$2.5MM and lead a highly functional team of 10 full-time and 36 part-time staff. Responsible for team leadership, new business development, P&L management, contract negotiations, vendor and agency management, retail, branding and collateral, and promotional campaigns.

VULCAN INC.

Seattle, WA

Marketing Manager, Arts + Entertainment Group

Feb. 2017 – May 2019

Key member of leadership team responsible for the development of comprehensive marketing strategies for Vulcan Arts + Entertainment events and entities including Upstream Music Fest + Summit, Seattle Art Fair, and Seattle Cinerama. Managed over \$1.5M budget across advertising channels, social media and digital marketing to build brand awareness and increase ticket sales and revenue. Oversaw all content development for omnichannel marketing strategies. Aligned events and brands with sponsorship and community partners to maximize growth marketing. Oversaw all digital and social media marketing across Vulcan Arts + Entertainment portfolio including: Upstream, Seattle Art Fair, Cinerama and nonprofit organizations Museum of Pop Culture (MoPOP), Flying Heritage Collection, and Living Computers: Museum + Labs.

Key Accomplishments: Built integrated, omnichannel marketing strategy for Upstream Music festival 2017 & 2018. Maximized budget through strategic influencer marketing campaigns with artists, guest curators and affiliate partners including the Portland Trail Blazers, Seattle Seahawks, CenturyLink Field Event Center, and Moda Center; developed a creative content strategy, which increased brand awareness, fan engagement, and drove YoY increase in ticket sales and revenue. Led the rebranding of Upstream Music Fest + Summit and the Seattle Art Fair to attract new audiences and better convey brand characteristics. Created the content and social media marketing strategy for Seattle Art Fair 2017 and 2018 which dramatically increased engagement and GA ticket sales exceeding organizational goals by 55%. Exceeded ticket sales goals and increased revenue across the portfolio.

CITY OF SEATTLE: OFFICE OF FILM, MUSIC & SPECIAL EVENTS

Seattle, WA

Creative Industries Advocate | Manager, Seattle Music Commission

Nov. 2014 – Feb. 2017

Responsible for project management, community engagement, special events planning, marketing and branding, policy development and advocacy for Seattle's creative industry sectors. Managed and had direct oversight of the Seattle Music Commission and the planning and execution of key Music Commission initiatives and events.

Key Accomplishments: Led design and rebranding of office marketing and communications materials, oversaw website content development, and developed the outreach and content strategy for Music Commission programs. Produced monthly Film + Music + Interactive Happy Hour events and the annual City of Music Career Day and Music Safety Summit events.



AEG PRESENTS

Seattle, WA

Regional Marketing Manager

2011 – 2014

Oversaw marketing and promotions of 350-450 concerts AEG produced annually in venues throughout the Pacific Northwest (Washington, Oregon, Idaho, Vancouver, BC). Planned and executed all marketing strategies including media buying, social media, content development, and promotions. Worked directly with artists, management, label representatives, and agents to develop strategic marketing plans aligned with organization and artist objectives in order to maximize outreach and increase ticket sales.

Key Accomplishments: Led complete overhaul of marketing division—created regional “Showbox Presents” brand identity, led redesign of all marketing collateral, created an integrated regional website and revamped email marketing strategy. Developed a renowned social media strategy – grew social media base from 7K to over 100K – with 125% increase in engagement YoY. Showbox Presents social channels were routinely highlighted by AEG corporate for creative content, innovative brand initiatives and fan engagement. Provided AEG NW region with new, cohesive, and highly effective marketing strategy and tools which led to a 75% increase in ticket sales, brand awareness, and customer loyalty.

ONE REEL, FESTIVALS DIVISION

Seattle, WA

Marketing & Communications Director

2010

Department head responsible for oversight and management of all marketing, advertising, media relations, social media, print and website content/design, departmental budget and 11-member team for the organization’s signature events: The Family 4th at Lake Union and Bumbershoot: Seattle’s Music & Arts Festival.

Key Accomplishments: As primary spokesperson, conducted record number of print, radio, and television interviews which led to dramatic increase in media coverage of key Festival initiatives. Led the planning, development and execution of 40 new, low- to no-cost events for the marketing campaign, “40 Ways to Celebrate Bumbershoot’s 40th Festival” by creating new, strategic partnerships with community organizations and sponsors. Developed integrated marketing, advertising, social media, and public relations campaign for Bumbershoot 2010 that resulted in Festival Mainstage tickets selling out in advance for the first time.

EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA: *Master of Public Administration*

May 2004

UNIVERSITY OF WASHINGTON: *Bachelor of Arts, Cultural Anthropology*

August 1998

VOLUNTEER EXPERIENCE

SEATTLE ARTS COMMISSION

Seattle, WA

Commissioner, Mayoral Appointee.

Dec. 2019 – Present

Co-Chair, Festivals & Events Committee – Seattle Arts Commission and Seattle Music Commission

ONE REEL

Seattle, WA

Vice President, Board of Directors

Sep. 2017 – Present

BUMBERSHOOT ADVISORY BOARD

Seattle, WA

Managed by Seattle Center, City of Seattle, AEG Presents, and One Reel

Jan. 2015 – Present



Seattle Arts Commission Roster

16 Members: Pursuant to ordinance 121006, all members subject to City Council confirmation, 2-year terms (Get-Engaged member serves a 1-year term):

- 7 City Council-appointed
- 7 Mayor-appointed
- 1 Commission-appointed
- 1 Get-Engaged

Roster as of 12/31/2020

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
2	M	1	1.	At-Large	Yegizaw Michael	01/01/20	12/31/21	1 st	City Council
2	M	3	2.	At-Large	Quinton Morris	01/01/21	12/31/22	3 rd	City Council
			3.	At-Large		01/01/21	12/31/22	3 rd	City Council
1	F	2	4.	At-Large	Cassie Chinn	01/01/20	12/31/21	3 rd	City Council
2	F	1	5.	At-Large	Dawn Chirwa	01/01/20	12/31/21	3 rd	City Council
	F	3	6.	At-Large	Chieko Phillips	01/01/20	12/31/21	2 nd	City Council
			7.	At-Large		01/01/20	12/31/21	1 st	City Council
6	M	3	8.	At-Large	Steven Galatro	01/01/20	12/31/21	3 rd	Commission
6	F	6	9.	At-Large	Sarah Wilke	01/01/21	12/31/22	3 rd	Mayor
			10.	At-Large		01/01/21	12/31/22	1 st	Mayor
6	F	3	11.	At-Large	Kayla DeMonte	01/01/20	12/31/21	1 st	Mayor
2	M	1	12.	At-Large	James Miles	01/01/21	12/31/22	2 nd	Mayor
6	F	2	13.	At-Large	Holly Jacobson	01/01/20	12/31/21	1 st	Mayor
9	F	3	14.	At-Large	Mikhael Mei Williams	01/01/21	12/31/22	2 nd	Mayor
			15.	At-Large		01/01/21	12/31/22	1 st	Mayor
2	F	1	16.	Get-Engaged	Racquel West	09/01/20	8/31/21	One	Mayor

SELF-IDENTIFIED DIVERSITY CHART

	(1)		(2)		(3)		(4)		(5)		(6)		(7)		(8)		(9)	
	Men	Women	Transgender	Other/ Unknown	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other (Specification Optional)	Caucasia n/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial					
Mayor	1	5				3				4								1
Council	2	3		1	1	3												
Other	1																	
Total	4	8		1	1	6				4								1

Key:

*D List the corresponding Diversity Chart number (1 through 9)

**G List gender, M = Male, F= Female, T= Transgender, U= Unknown, O= Other

RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.