



# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <del>Katie Crimmins</del> <i>Kathryn</i> <sup>SB</sup>		
<b>Board/Commission Name:</b> <i>Community Technology Advisory Board</i>		<b>Position Title:</b> <i>Get Engaged Member</i>
<input checked="" type="checkbox"/> Appointment <i>OR</i> <input type="checkbox"/> Reappointment		<b>Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	<b>Date Appointed:</b> 9/1/2019	<b>Term of Position: *</b> 9/1/2019 to 8/31/2020  <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood:</b> <i>First Hill</i>	<b>Zip Code:</b> 98104	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> Katie is a digital experience manager at the YMCA of Greater Seattle interested in building delightful, intuitive systems for the community she lives in. Katie graduated from Northeastern University with a Bachelor of Arts in English and has used her degree to pursue a career in digital service delivery and user experience. In addition to the Y, she has worked at Amazon as a marketing manager for new Amazon Prime members and at the City of Boston as a content manager supervising a network of content liaisons and contributing to citywide digital initiatives. Katie is committed to using her blended industry experience to increase local civic engagement and create lasting social good.		
<b>Authorizing Signature (original signature):</b> <i>Jenny A. Durkan</i>		<b>Appointing Signatory:</b> <i>Jenny A. Durkan</i> Mayor of Seattle

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

## Kathryn Crimmins



### EXPERIENCE

---

#### **YMCA of Greater Seattle, Seattle, WA**

*Foster youth development, healthy living, and social responsibility in the Greater Seattle area*

##### ***Digital Experience Manager, Marketing***

April 2019 - Present

Seek and represent the voice of the customer, using web analytics, surveys or in person interviews, to continuously improve the customer experience on YMCA of Greater Seattle (YGS) web properties.

- Work with cross-functional teams to establish and execute web experiences and content strategies that drive member acquisition, event awareness, and promote YMCA products, services, and its mission
- Work with marketers and content creators to publish and maintain content on [seattleyymca.org](http://seattleyymca.org), including the identification and definition of website features that improve customer experience
- Translate the desired customer experience into a logically sequenced, and optimized product roadmap with complete and detailed project requirements.

#### **Amazon.com Services, Inc., Seattle, WA**

*Provide customers a destination to find, discover, and shop anything they might want to buy online.*

##### ***Marketing Manager, Prime Member Activation***

March 2018 - April 2019

Managed the customer experience for early stage Prime members, from sign-up through program benefit discovery, by running content experiments and cross-channel marketing campaigns.

- Developed marketing strategy through content experimentation by using A/B and machine-learning strategies
- Analyzed experiments and marketing campaigns across a number of business metrics including program benefit engagement, member yield, and spend.
- Informed development of new marketing products and content testing technology across multiple teams, successfully advocating for prioritization on their roadmaps.
- Managed campaigns on Amazon.com and email channels across many Prime benefit marketing teams by creating publishing policies and supporting self-service through training.

##### ***Technical Content Manager, Prime Engagement & Content Optimization***

February 2017 - March 2018

Oversaw member engagement and optimized on-site content to drive increased usage of program benefits and spend.

- Managed cross-site multi-benefit merchandising strategy by working with partner teams to source content, on-board to our machine-learning optimization strategy, QA content on-site, and analyze performance.
- Led expansion of new marketing locations across global websites by working with internal and external teams, increasing share of voice for Prime member engagement marketing teams worldwide.
- Supported program adoption by training partners from 10 countries on successful engagement strategies.

#### **Populus Group, Bellevue, WA**

May 2016 - February 2017

*Provide talent management solutions to Fortune 500 companies in the United States by implementing payroll, staffing, and other risk mitigation services.*

##### ***Content Strategist, Business Development and Marketing***

Managed content development and strategy to support sales efforts and overall brand messaging.

- Created sales response library with ten years worth of collateral and data using iterative design process.
- Produced content to support inbound marketing efforts using the sales-automation tool Hubspot. Content included case studies, white papers, and blog posts.

# Community Technology Advisory Board

10 Members: Pursuant to *Ordinance 124736*, all members subject to City Council confirmation, *two-year terms*:

- 4 At Large City Council-appointed
- 3 At Large Mayor Appointed
- 3 Special Mayor Appointed, representatives of
  - Education
  - Public Access to Telecommunications
  - Get Engaged young adult position

**Roster:**

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
1	M	7	1.	Member at Large	Steven Maheshwary	1/1/19	12/31/20	2	City Council
			2.	Member at Large	Vacant			2	Mayor
6	M	4	3.	Member at Large	Mark Deloura	1/1/18	12/31/19	2	Mayor
2	M	3	4.	Member at Large	René J. Peters Jr.	1/1/19	12/31/20	1	City Council
6	M	7	5.	Member Education	John Krull	1/1/17	12/31/18	1	Mayor
6	F		6.	Member Get Engaged	Kathryn <sup>SW</sup> Crimmins	9/1/19	8/31/20	1	Mayor
6	F	4	7.	Member at Large	Charlotte Lunday	1/1/18	12/31/19	1	City Council
			8.	Member at Large	Vacant			2	Mayor
6	M	6	9.	Member at Large	Torgie Madison	1/1/19	12/31/20	2	City Council
			10.	Public Access Member	Vacant			2	Mayor

SELF-IDENTIFIED DIVERSITY CHART					(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	2	1								3			
Council	3	1			1	1				2			
Other													
<b>Total</b>					2	1				4			

**Key:**

- \*D List the corresponding *Diversity Chart* number (1 through 9)
  - \*\*G List *gender*, M= Male, F= Female, T= Transgender, NB= Non-Binary O= Other U= Unknown
  - RD Residential Council District number 1 through 7 or N/A
- Diversity information is self-identified and is voluntary.*