



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: KARINA SAN JUAN-GUYTON		
Board/Commission Name: Seattle Immigrant and Refugee Commission		Position Title: Member
<input checked="" type="checkbox"/> Appointment OR <input 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: 8/29/2019	Term of Position: * 8/1/2019 to 7/31/2021 <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: Council District 6	Zip Code: 98117	Contact Phone No.: <div style="background-color: black; width: 100px; height: 15px;"></div>
Background: Karina San Juan Guyton currently works as a Senior Communications Manager within Seattle Cancer Care Alliance Marketing team. Born and raised in Mexico City, Karina has over 15 years of experience in multinational companies and nonprofits across the US and Latin America across a wide range of industries, from financial and retail companies to non-profit organizations focused on arts education and healthcare. Karina is fluent in Spanish, English, French and Italian. In her personal time, Karina serves as Communications Advisor for Children’s Home Society of Washington and One Equal Heart Foundation, and as Spanish interpreter for the Northwest Immigrant Rights Project.		
Authorizing Signature (original signature): 		Appointing Signatory: Jenny A. Durkan Mayor of Seattle

FILED
 CITY OF SEATTLE
 19 AUG 29 AM 9:54
 CITY CLERK

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

KARINA SAN JUAN-GUYTON

Summary

Highly committed, goal-driven professional with over fifteen years in corporate foundations and non-profit organizations. Strong DEI and communications experience. Excellent interpersonal skills.

Highlights

- Strategic planner
 - Exceptional problem solver
 - Community influencer and communications expert
 - DEI communications strategist
 - Lead cross functional teams
-

Professional Experience

Senior Manager, Communications **2019 to present**
Seattle Cancer Care Alliance **Seattle, WA**

- Lead the development and execution of strategic planning for public relations, SCCA community and network partners and events/sponsorships.
- Responsible for media relations and thought leadership programs to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including media, key influencers.

Director, Marketing and Communications **2015 - 2019**
Pratt Fine Arts Center **Seattle, WA**

- Created and implemented 360° marketing strategy, redefining communications and marketing priorities and exceeding FY16, FY17 and FY18 student attendance and demographic goals.
- Increased e-communications and social media results from lowest performance, including email opening rates (40% increase), social media performance and audience engagement.
- Developed a comprehensive community outreach strategy, strengthening the organization's community of social justice, racial equity and DEI influencers and supporters, and increasing Pratt's diversity among students, instructors and partners by 23%.
- Redefined the organizations' class programming, hiring and marketing practices, identifying and developing strategic partnerships with highly visible community-oriented organizations.

Director, Mexico and US Hispanics **2011 - 2015**
Intuic - Online Marketing agency **Raleigh, NC**

- Lead regional team to execute online Public Relations and Communication strategies for global clients including Google, Twitter, Avaya, CA Technologies, iZettle and Mobile Financial Services in Latin America.
- Supported execution of Google Latin America's education and corporate responsibility programs.
- Lead social media engagement strategies, achieving superior client management retention rates (90%) and supervision of Intuic's team (15+ professionals in 5 countries).

Senior Manager, Corporate Communications
Wal-Mart

2008 - 2009
Mexico City

- Designed and implemented locally oriented, customized marketing and communications strategies in Mexico and Central America, surpassing 9% of forecasted sales overall growth.
- Developed Corporate Reputation strategy to reach 20M customers, and 200k nationwide employees in collaboration with governmental, community-based stakeholders
- Achieved recognition as one of the top 50 companies with the greatest social responsibility.

Corporate Affairs and Communications Manager
American Express Latin America

1999 - 2008
Mexico City

- Lead the American Express Foundation program in Mexico, focused on giving back to the community through donations and volunteer work, supporting nonprofit organizations, preserving historical places and holding initiatives that encourage consumers to interact with local businesses.
- Developed corporate affairs program in Latin America, including PR and communications, crisis communications and internal PR and leader management.
- Selected to participate in Amex' Leadership Compass Training Program.

Previous Experience

- PR Director - GCI Public Relations
- Deputy Director, International Communications - Mexican Presidency Press Office

Education

Business Leadership

Schulich School of Business

Toronto, Canada

Marketing and Communications

ITESM

Mexico City, Mexico

International Communications

ITAM

Mexico City, Mexico

BA, Corporate Communications

ITESM

Mexico City, Mexico

Languages

Spanish 100%

English 100%

Italian 80%

French 50%

Immigrant and Refugee Commission

15 Members: Pursuant to *Ordinances 12822 and 120345 and SMC 3.14.545*, [all] members subject to City Council confirmation, [14 [have 2-year terms, (1) Get Engage Member has 1 year term:

- 7 City Council-appointed
- 8 Mayor-appointed
- 0 Other Appointing Authority-appointed (specify):

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
1	F	5	1.	Member	Maya Babla Appiah	2/1/19	1/31/21	2	Council
			2.	Member	VACANT	2/1/19	1/31/21	1	Council
2	F	1	3.	Member	Medhanit A. Abebe	2/1/19	1/31/21	2	Mayor
			4.	Member	Karen Arlette Gamez Lopez	2/1/19	1/31/21	1	Mayor
1	F	4	5.	Member	Shelani Vanniasinkam	8/1/17	7/31/19	1	Council
			6.	Member	Ilays A. Aden	8/1/19	7/31/21	1	Mayor
			7.	Member	Karina San Juan-Guyton	8/1/19	7/31/21	2	Mayor
8	F	2	8.	Member	Naheed Aaftaab	2/1/18	1/31/20	1	Council
3	F	5	9.	Member	Maria Zepeda Flores	2/1/18	1/31/20	1	Council
2	F	2	10.	Member	Farhiya Mohamed	2/1/18	1/31/20	2	Mayor
5	M	3	11.	Member	Eric Holzapfel	2/1/18	1/31/20	1	Mayor
			12.	Member	VACANT	8/1/18	7/31/20	1	Council
1	F	7	13.	Member	Riddhi Mukhopadhyay	8/1/18	7/31/20	2	Mayor
9	F	2	14.	Member	Ankita Patel	8/1/18	1/31/20	1	Council
9	F	2	15.	Get Engaged Member	Tina Moore	9/1/19	8/31/20	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)		
	Men	Women	Transgender	Unknown	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other (Specification Optional)	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	2	3			2	2							
Council	0	5			2		1					1	1
Other													
Total	2	8			4	2	1					1	1

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
- **G List *gender*, M = Male, F= Female, T= Transgender, U= Unknown
- RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.