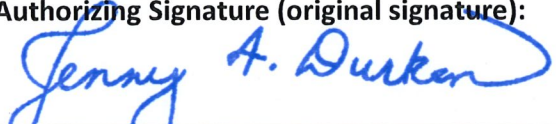




# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> Sheila Ghaibi		
<b>Board/Commission Name:</b> Seattle Arts Commission		<b>Position Title:</b> Get Engaged Member
<input checked="" type="checkbox"/> Appointment OR <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> North Delridge, West Seattle	<b>Zip Code:</b> 98106	<b>Contact Phone No.:</b> Business phone # - NOT personal phone #
<b>Background:</b> Sheila is a marketing manager for T-Mobile HQ in Bellevue. She has a passion for content development, arts and culture as it pertains to inclusivity and equality for all. Sheila received her undergraduate degree in Strategic Communications from the University of Utah, and a master's in Digital Marketing from University of Washington. Between her education and personal experience, she has gained much perspective in diversity and inclusion. Sheila is excited to bring her unique background to the commission.		
<b>Authorizing Signature (original signature):</b> 		<b>Appointing Signatory:</b> Lisa Herbold Seattle City Councilmember

FILED  
 CITY OF SEATTLE  
 19 OCT - 1 AM 10:35  
 CITY CLERK

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

# SHEILA GHAIBI

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## SKILLS

- Expertise in paid and organic social media platforms such as Facebook, Twitter, Instagram, YouTube, and Snapchat
- Expertise in digital tools such as Opal, Sprinklr, Spredfast, Curalate, ICUC and Simply Measured which curate, manage, integrate and analyze organizations
- Advanced knowledge of Microsoft Office Suite and Microsoft SharePoint
- Intermediate knowledge of Adobe Prelude, Photoshop and Illustrator
- Intermediate knowledge of Axure and Balsamiq wireframing tools
- Basic knowledge of HTML, CSS and Python programming and scripting languages
- Fluent in Farsi, conversational in Spanish, English native

## EXPERIENCE

### SENIOR SOCIAL MEDIA STRATEGIST

WE Communications | Social and Digital Strategies

January 2018 to Present

- Created strategy for Microsoft and AT&T executive social media handles by developing engagement tactics, establishing influencer networks, and producing a content calendar based on current trends.
- Led advertising and other digital demand generation efforts for Microsoft Flagship events such as Microsoft Build and Microsoft Envision.
- Created the first enterprise wide Social Media Accessibility Guidance for Microsoft.
- Launched and led many successful campaigns across multiple Microsoft-owned platforms such as YouTube, LinkedIn, Instagram, Facebook and Twitter.
- Developed and managed social media contests including Azure Trivia, a trivia campaign for Microsoft Azure, and Fuel My Awesome, an engagement sweepstake targeting to Microsoft developers.
- Created an SEO strategy for Microsoft Cloud Perspectives blog and Microsoft IoT blog.
- Manage associate specialist to ensure goals and areas of interest are being achieved.

### EMERGING MEDIA SPECIALIST

REI | Social and Earned Media

June 2015 to January 2018

- Provided and prepared 80 percent of content for daily publishing by curating on-brand user generated content, finding engaging trends, and managing influencer content.
- Built and presented social editorial calendar to build relations and stability throughout the company.
- Managed internal partnership with REI Adventures, Co-op Journal and managed external partnerships with Vendors and Influencers to build social promotion strategy plans while ensuring consistency with brand voice.
- Played a key role in #OptOutside brand campaign 2016, 2017 and 2018 which won multiple awards including Cannes Lions Gran Prix prize.
- Developed a social media strategy that included brand voice, content guidelines and moderation structure to better support local social markets.
- Lead and managed brand, retail and membership campaigns, including creative concept for channels, budget distortions, implementation and reporting.
- Composed monthly company-wide newsletter of digital trends and how to include/implement those trend within the company.

### MARKETING AND DEVELOPMENT SPECIALIST

University of Utah | College of Education

July 2013 to August 2014

- Created and operated social media accounts which increased digital awareness and engagement by over 100 percent.
- Designed and produced all College of Education community content including Alumni stories and diversity program information.
- Planned and presented innovative integrated marketing plans monthly at college wide meetings.
- Researched and presented strategy for College of Education website re-design.
- Connected and strengthened relationships with donors and alumni through e-mail campaigns, lunch meetings and events which increased scholarship donations by 7percent and social engagements by 50 percent.

## EDUCATION

<b>University of Washington, Seattle, Washington</b> Master of Communication in Digital Media Graduate work in digital, social and interactive media	May 2016
<b>University of Utah, Salt Lake City, Utah</b> Bachelor of Mass Communication Strategic Communication emphasis	May 2013
<b>University of Oviedo, Oviedo, Spain</b> Spanish Intensive Program	September 2012

## FREELANCE EXPERIENCE

### DFS Lab

<i>Digital Media Contractor</i>	April 2016
<ul style="list-style-type: none"> <li>• Created social media strategy, including budget distortions, creative concept and target audience, for DFS Lab's entrepreneur boot camp in Sri Lanka.</li> <li>• Made real time optimizations to broaden reach and engagement.</li> <li>• Captured photos and videos from the boot camp to be used for DFS Lab's website and other content creation.</li> <li>• Interviewed entrepreneurs and shared their stories via DFS Lab's social media accounts and website.</li> <li>• Developed digital media plan for all future boot camps.</li> </ul>	

### REI ADVENTURES

<i>Content Strategy Plan</i>	May 2016 to December 2017
<ul style="list-style-type: none"> <li>• Created content strategy plan to improve content placement and usability of web and mobile experience.</li> <li>• Analyzed competitor's sites by conducting teardowns and content audits of REI Adventures website.</li> <li>• Researched key demographic for site usability studies.</li> <li>• Built a journey map to better inform partners of the problems at hand.</li> <li>• Developed implementation road map that included editorial and distribution strategies to help eliminate user problems.</li> </ul>	

### SEATTLE INTERNATIONAL FILM FESTIVAL

<i>Integrated Marketing Plan</i>	June 2015
<ul style="list-style-type: none"> <li>• Created plan to gain more members and create a community of film enthusiasts.</li> <li>• Conducted situation analysis, defined target audience and provided recommendations and strategies for brand.</li> </ul>	

### HEART & SOUL

<i>Marketing and Public Relations Campaign</i>	January to March 2012
<ul style="list-style-type: none"> <li>• Created and implemented a campaign that increased company's brand awareness through events and community interactions.</li> <li>• Organized community fundraising events that raised 70 percent more than previous events.</li> <li>• Managed, updated and increased followership on all social media accounts.</li> </ul>	

References:

Nicole Smith

Relationship: Manager at REI

Email: [REDACTED]

Phone: [REDACTED]

Jeff Sbaih

Relationship: Mentor

Email: [REDACTED]

Phone: [REDACTED]

# Seattle Arts Commission Roster

16 Members: Pursuant to ordinance 121006, all members subject to City Council confirmation, 2-year terms:

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

## Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
2	F	3	1.	At-Large	Sharon Williams	01/01/18	12/31/19	2 <sup>nd</sup>	City Council
2	M	2	2.	At-Large	Quinton Morris	01/01/19	12/31/20	2 <sup>nd</sup>	City Council
1	F	2	3.	At-Large	Priya Frank	01/01/19	12/31/20	2 <sup>nd</sup>	City Council
1	F	2	4.	At-Large	Cassie Chinn	01/01/18	12/31/19	2 <sup>nd</sup>	City Council
2	F	1	5.	At-Large	Dawn Chirwa	01/01/18	12/31/19	2 <sup>nd</sup>	City Council
	F	3	6.	At-Large	Chieko Phillips	01/01/18	12/31/19	1 <sup>st</sup>	City Council
3	M	3	7.	At-Large	Juan Alonso- Rodriguez	01/01/18	12/31/19	2 <sup>nd</sup>	City Council
6	M	1	8.	At-Large	Steven Galatro	01/01/18	12/31/19	2 <sup>nd</sup>	Commission
6	F	6	9.	At-Large	Sarah Wilke	01/01/17	12/31/18	1 <sup>st</sup>	Mayor
2	F	1	10.	At-Large	Jescelle Major	01/01/17	12/31/18	1 <sup>st</sup>	Mayor
			11.	At-Large	Temporarily Vacant				Mayor
			12.	At-Large	Temporarily Vacant				Mayor
2	M	2	13.	At-Large	Jonathan Cunningham	01/01/18	12/31/19	3 <sup>rd</sup>	Mayor
			14.	At-Large	Temporarily Vacant				Mayor
4	F	3	15.	At-Large (Substitute)	Tracy Rector (Ashraf Hasham)	01/01/17	12/31/18	3 <sup>rd</sup>	Mayor
8	F	7	16.	Get-Engaged	Sheila Ghaibi	09/01/19	8/31/20	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)	Caucasian/Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	1	4				3		1		2			
Council	2	5		1	2	2	1						
Other	1											1	
<b>Total</b>	<b>4</b>	<b>9</b>		<b>1</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>1</b>		<b>2</b>		<b>1</b>	

## 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.