



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Krystal Guerrero</i>		
Board/Commission Name: <i>Seattle Women's Commission</i>		Position Title: <i>Member</i>
<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 type="checkbox"/> Mayor <input checked="" type="checkbox"/> Other: <i>Commission</i>	Date Appointed:	Term of Position: * <i>7/2/2022</i> to <i>7/1/2024</i> <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Wallingford</i>	Zip Code: <i>98103</i>	Contact Phone No.:
Background: <p><i>Krystal has worked in nonprofits, public education institutions, and government agencies in policy, teaching, and marketing roles. She is an experienced professional with a passion for building a strong community for everyone and championing change for those who are disproportionately affected. Throughout her career, she has approached issues through the lens of Justice, Equity, Diversity, and Inclusion. Krystal has over 8 years of experience leading marketing campaigns, working with youth and young adults, engaging with stakeholders, relationship building, and policy coordination.</i></p> <p><i>As a member of the Seattle Women's Commission, It would be her privilege to offer her perspective as a Woman of Color and contribute her skills to support the community.</i></p>		
Authorizing Signature (original signature): <i>Tana Yasu</i>	Appointing Signatory: <i>Tana Yasu,</i> <i>Seattle Women's Commission Co-Chair</i>	

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

Krystal Guerrero

LEAD MANAGER eCOMMERCE

Overview

Experienced marketing manager with 8+ years of experience leading marketing campaigns, developing online business strategies, and implementing solutions to optimize the customer experience.

Education

B.A. Communication Studies
University of North Carolina
2015

Skills

Professional

Digital Marketing
Business Analytics
Communication Skills
Copywriting
Website Management
Lead Generation
Social Media

Technical

Microsoft Office Suite
Adobe Analytics
Tableau
Quantum Metric
Adobe Creative Cloud
Mailchimp
Canva
Wordpress
Wix

Experience

LEAD MANAGER, eCOMMERCE | May 2022 - Present
AT&T, *Bothell, WA*

- Develop online strategies for key device launches and episodic events, resulting in incremental wireless sales and traffic lifts.
- Implement online optimizations to enhance customer experience and drive sales, including driving the efforts to develop new online pages that increases organic search traffic.

MARKETING CONSULTANT | March 2021 - April 2022
Redivivus, Inc., *Remote*

- Developed and launched an equity crowdfunding campaign; achieved 60% of \$1.07M goal in first 3 months with a minimal budget.
- Launched email marketing newsletter and increased subscribers by +50% in the first 4 months.
- Featured content on Markets Insider, Power, Waste 360, ET Auto, Disruptive Investing, Now You Know, and Yahoo Finance.

MARKETING & COMMUNICATIONS MANAGER | July 2021 - February 2022
SheJumps, *Remote*

- Spearheaded and deployed 2 strategic fundraising campaigns, achieving +154% of the projected target.
- Expanded Instagram follower count by 12.1% in 4 months.
- Managed merchandise promotion and increased year-end sales by 23% through a targeted social media campaign.
- Introduced email automation journey for new members and increased average CTR by 32% over 6 months.

MARKETING MANAGER | February 2016 - June 2018
Faris Lee Investments, *Irvine, CA*

- Designed, executed and optimized email marketing strategy that increased CTR by 15%.
- Promoted due to strong performance and organizational impact.

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Seattle Women's Commission

March 2023

21 Members: Pursuant to SMC 3.14.920, all members subject to City Council confirmation, 2-year terms:

- 8 City Council-appointed
- 9 Mayor-appointed -plus one Get Engaged.
- 4 Other Appointing Authority-appointed: Commission-appointed

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
2			1.	Member	Marcia Wright-Soika	7/02/21	7/01/23	1	Mayor
			2.	Member	Abriel Johnny	7/02/22	7/01/24	2	Mayor
			3.	Member	Sarah Liu	7/02/22	7/01/24	1	Mayor
			4.	Member	VACANT	7/02/20	7/01/22		Mayor
			5.	Member	VACANT	7/02/21	7/01/23		Mayor
			6.	Member	VACANT	7/02/21	7/01/23		Mayor
6			7.	Member	Rebecca Bryant	7/02/22	7/01/24	2	Mayor
3		4	8.	Member	Krystal Guerrero	7/02/22	7/01/24	1	Commission
			9.	Member	VACANT	7/02/21	7/01/23		Mayor
9			10.	Member	Kyla Evans	7/02/22	7/01/24	1	City Council
			11.	Member	VACANT	7/02/21	7/01/23		City Council
2	F	N/A	12.	Member	Jamilah Williams	7/02/21	7/01/23	3	City Council
1			13.	Member	Vinati Mamidala	7/01/22	7/02/24	1	City Council
2	F	1	14.	Member	Tana Yasu	7/02/22	7/01/24	3	City Council
			15.	Member	VACANT	7/02/21	7/01/23		City Council
6			16.	Member	Jema Turk	7/02/21	7/01/23	1	City Council
6			17.	Member	Rachel Morowitz	7/02/22	7/01/24	1	Commission
6			18.	Member	VACANT	7/02/20	7/01/22		City Council
1	F		19.	Member	Whitney Nakamura	7/02/22	7/01/24	2	Commission
6			20.	Member	VACANT	7/02/21	7/01/23		Commission
			21.	Get Engaged	Theresa Faltese-Gibbons	9/01/22	8/31/23	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

	<div style="display: flex; justify-content: space-around; font-weight: bold;"> (1) (2) (3) (4) (5) (6) (7) (8) (9) </div>												
	Men	Women	Transgender	Unknown	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	0		0	0	0	0	0	0	0	0	0	0	0
Council	0		0	0	0	0	0	0	0	0	0	0	0
Comm	0		0	0	0	0	0	0	0	0	0	0	0
Total	0		0	0	0	0	0	0	0	0	0	0	0

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.

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