




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Ian Irving Bradshaw</i>		
Board/Commission Name: <i>Seattle LGBTQ Commission</i>		Position Title: <i>Commission 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 checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Date Appointed: <i>6/14/17</i>	Term of Position: * <i>11/1/2016</i> to <i>10/31/2018</i>
Residential Neighborhood: <i>New Holly Neighborhood District</i>	Zip Code: <i>98118</i>	Contact Phone No.:
Background: <p>Ian is a 31-year-old Black gay male from the Seattle community of New Holly. He was cross-trained as a humanistic and quantitative social scientist at California State University, Los Angeles. It was there that he undertook an interdisciplinary course of study in Cultural Studies, surveying critical theories of political economy, race, gender, sexuality, science, and technology. During his time in school, Ian worked through the complexities of his own identity, while studying those of his peers and deconstructing institutional networks of power. Consequently, he developed a political conscience.</p> <p>Ian began cultivating his political interests during his Sophomore year in college, mainly through volunteering at non-profit organizations and public institutions. He provided social marketing and outreach services to People Assisting The Homeless (P.A.T.H.), Odyssey Foundation, Jefferson High School, the California State University-Los Angeles Center for the Study of Genders and Sexualities, and Public Matters. Since moving to Seattle 2 years ago, Ian has contracted with organizations like Amazon Media Group, Bing Ads, Getty Images, and most recently, UW Medicine's Strategic Communications and Marketing Department. He is thankful to have finally secured a position in the public sector, after studying corporate contract labor.</p> <p>Ian is passionate about multicultural policy, racial equality, and economic empowerment. He is particularly interested in addressing violence against members of the Transgender Community, LGBTQ displacement caused by gentrification, Queer youth homelessness, and community sexual and mental health. He is prepared to see the community's interests served and listen to the voices that need to be heard.</p>		
Authorizing Signature (original signature): 		Appointing Signatory: <i>Edward B. Murray</i> <i>Mayor of Seattle</i>

FILED
 CITY OF SEATTLE
 2017 JUL -3 PM 2:22
 CITY CLERK

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

IAN M. IRVING BRADSHAW

SUMMARY

Ian is a business analyst with experience providing solution support to cross-functional project teams implementing digital analytics, business intelligence, and customer experience programs.

SKILLS

Scripting

- Python
- JavaScript
- jQuery
- HTML
- CSS
- T-SQL

Marketing

- Salesforce
- Marketo
- AdWords
- Bing Ads
- ATLAS
- DoubleClick

Project Management

- Kanban & SCRUM
- Waterfall
- Costing & Scheduling
- Budget Control
- Process Modeling
- Data Modeling

Statistics

- Multivariate Analysis
- Regression Analysis
- Structural Equations
- Bayesian Modeling
- Hypothesis Testing
- Time-Series Analysis
- Forecasting

Data Analytics

- Microsoft Excel
- Power BI
- Tableau
- Google Analytics/GTM
- Adobe Analytics/DTM
- Hadoop/Spark
- R Studio

EXPERIENCE

- Apr 2017 – Present University of Washington, Medical Center – Seattle, WA
Marketing Analyst, Strategic Marketing & Communications
- Oct 2016 – Apr 2017 Insight Global – Bellevue, WA
Functional Analyst, Web Analytics Platform
Getty Images, Ecommerce – Analytics Implementation (Oct '16 – Present)
- Elicited requirements from product analysts and defined functional specifications for analytics instrumentation projects
 - Monitored analytics health dashboard and maintained data dictionary
 - Tested data quality using Adobe Ad Hoc Analysis, SQL Server, Spark SQL, and Hive
 - Collaborated with Product Owners and development teams to plan data layer revisions and define the scope of necessary changes
 - Implemented tags, classification rules, pre-processing rules, and filters to enable financial reporting and customer analytics
 - Implemented A/B tests
- Nov 2015 – Oct 2016 EY-Society – Bellevue, WA
Associate Consultant, Digital Analytics
Microsoft, Bing Ads – Sales Enablement (Mar '16 – Oct '16)
- Analyzed marketing systems and web data
 - Defined process models to help the client understand operational inefficiencies
 - Built performance dashboards detailing financial and audience engagement metrics
- Microsoft, Cloud & Enterprise – Global Marketing Operations (Nov '15 – Feb '16)
- Deployed custom JavaScript tracking code and 3rd party media tags
 - Tested tag implementation and data quality
 - Defined rules and conditions for code deployment using Ensignten TMS
- Sept 2015 – Nov 2015 Filter – Seattle, WA
Technical Account Manager I, Ad Operations
Amazon, Media Group – Display Advertising (Sep '15 - Nov '15)

- Tested interactive creative against Amazon.com ad content policy
- Ensured secure and successful implementation of media tags
- Trafficked client creative in ad servers, namely ATLAS and DoubleClick for Publishers.
- Used JIRA to maintain accurate project tracking
- Participated in SCRUM meetings

Apr 2013 – Aug 2015

Labrador Franchises – Los Angeles, CA

Marketing Business Analyst, Ecommerce

- Elicited ecommerce platform requirements from business stakeholders
- Defined technical specifications and executed test plans
- Coordinated the integration of cloud-based marketing systems
- Instrumented the ecommerce platform with tracking code to measure sales performance and analyze customer behavior
- Documented security policies and procedures
- Built web traffic and sales reports

EDUCATION

2016 - Present

Colorado State University, Greenwood Village, CO

Major: Management Information Systems and Business Analytics

2009 - 2013

California State University, Los Angeles CA

Major: Social Science

CERTIFICATES

Feb 2017

The Institute for Statistics Education at Statistics.com

Course: Introduction to Optimization

Jan 2017

Salesforce Trailhead

Badge: CRM Basics

Seattle Lesbian, Gay, Bisexual, Transgender and Queer Commission

June 2017

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

- 7 City Council-appointed
- 8 Mayor-appointed
- 1 Other Appointing Authority-appointed: Commission-appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
			1.	Member	Julia Ikaura Ricciardi	5/1/17	4/30/19	2	City Council
			2.	Member	Katrina Sanford	5/1/17	4/30/19	1	Mayor
			3.	Member	Ann Luetzow	5/1/17	4/30/19	1	City Council
			4.	Member	Latosha Correll	5/1/17	4/30/19	1	Mayor
			5.	Member	Vacant	5/1/15	10/31/17		City Council
			6.	Member	Manuel Venegas	5/1/15	10/31/17	1	Mayor
			7.	Member	Anders McConachie	5/1/15	10/31/17	1	Commission
			8.	Member	Vacant	5/1/15	10/31/17		Mayor
			9.	Member	Nikki Hurley	5/1/16	4/30/18	1	City Council
			10.	Member	Mitchell M. Chen	5/1/16	4/30/18	1	Mayor
			11.	Member	Joseph Suttner	5/1/16	4/30/18	1	City Council
			12.	Member	Ray Corona	5/1/16	4/30/18	1	Mayor
			13.	Member	Vacant	11/1/16	10/31/18		City Council
			14.	Member	Ian Irving Bradshaw	11/1/16	10/31/18	1	Mayor
			15.	Member	Vacant	11/1/16	10/31/18		City Council
			16.	Get Engaged	Hannah Johnson	09/01/16	8/31/17	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	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	2					1	2						
Council		1								1			
Comm	1									1			
Total	4	1					2			2			

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.