


**City of Seattle
Notice of Appointment**

Name: <i>Sarah C. Rich</i>		<input checked="" type="checkbox"/> Executive <input type="checkbox"/> Appointment <input checked="" type="checkbox"/> Reappointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: <i>Northwest</i>	Zip Code: <i>98117</i>	Contact Phone No.: <i>[REDACTED]</i>
Appointed to: <i>Commissioner, Seattle Center Advisory Committee</i>		Date of Appointment: <i>December 2014</i> 2015 JAN 21 PM 2:15 CITY CLERK CITY OF SEATTLE FILED
Authority (Ord., Res.): <i>Ordinances 91885 and 108936</i>		Term of Office: From: Confirmation Date To: September 28, 2017
Background: <p><i>Ms. Rich is the Marketing Operations Specialist at Ritani where she works on their email and affiliate marketing programs. Ms. Rich previously worked as the Marketing and Retention Manager at The Seattle Times where she drove the subscription retention and direct marketing strategies.</i></p> <p><i>Sarah served as a Get Engaged Member of the Seattle Center Advisory Commission prior to serving as a permanent member. She was part of the Imagine Curriculum Team that won the AKCHO Heritage Education Award in 2012 for curriculum it developed about Seattle Center and the 1962 World's Fair. In 2010, she received a Newspaper Association of America award for curriculum development.</i></p> <p><i>Sarah is a graduate of Oberlin College with a concentration in geology. She also holds a Masters in Teaching from Pace University and completed the Teach For America program, teaching high school earth science in the Bronx.</i></p>		
Authorizing Signature: 		Name and Title of Officer Making Appointments: Mayor Edward B. Murray

Sarah C. Rich

Marketing Manager – Consumer Products

Energetic, digitally-savvy marketing professional with six years of experience helping acquire customers, develop sales leads, and drive revenues within a highly competitive B2C industry niche

Areas of Expertise

Marketing Plan Development	Direct Mail / Direct Response	Marketing Project Management
Campaign Management	Advertising, Promotions & Special Offers	E-Mail Marketing
Customer Loyalty / Retention	Recurring Revenue / Subscriptions	Vendor Selection / Management
Collateral, Branding & Messaging	Branding & Positioning	Digital & Social Media Channels

Employment History & Accomplishments

RITANI

Seattle, WA: 2014-present

Marketing Operations Specialist

- Manage Ritani's marketing email program, developing the strategy and content for targeting over 130,000 consumers
- Collaborate with creative and development teams to maximize performance of all marketing touch points
- Create marketing dashboards to analyze ROI and campaign performance metrics

THE SEATTLE TIMES

Seattle, WA: 2008-present

Marketing & Customer Retention Manager (2013-Present)

- Designed and managed innovative marketing initiatives aimed at acquiring new customers and boosting customer retention through both traditional and digital marketing methods
- Administered budget and managed key relationships with vendors and advertising agencies
- Coordinated a weekly rewards/loyalty email campaign, with offers from over 50 local partners
- Participated on larger cross-functional marketing projects for the organization, collaborating with key personnel in the branding, circulation, sales, finance, and advertising departments

Marketing & Promotions Specialist (2011-2013)

- Designed and ran targeted marketing campaigns to drive incremental revenue and audience engagement
- Received the Seattle Times Sales and Marketing Award for Revenue in 3rd Quarter, 2012
- Managed the Seattle Restaurant Week promotion from end-to-end, coordinating partnerships with more than 165 restaurants and attracting over 20,000 customers
- Coordinated dozens of promotions and sponsorships with major clients including Seattle Theatre Group, 5th Avenue Theatre, Live Nation, Seattle Foundation, Pacific Northwest Ballet and Pacific Science Center

Outreach Specialist, Newspapers In Education (NIE) Program (2008-2011)

- Led strategic marketing and recruitment plan that grew NIE circulation rates by more than 150%
- Managed a team of contractors in the development of appropriate program curriculum and web content

Prior experience as Teach For America Corps Member, Frederick Douglass Academy III, Bronx, NY.

Education & Affiliations

M.S. Teaching, Pace University, New York, NY (4.0 G.P.A.)

B.A. Geology, Oberlin College, Oberlin, OH (3.62 G.P.A.)

Get Engaged Member/Commissioner, Seattle Center Advisory Commission, (2012-Present)

Member, Community of Thinkers, Seattle Art Museum (2009-2011)

Coordinator, United Way Giving Campaign, The Seattle Times (2011)

Seattle Center Advisory Commission

15 members: Per Ordinance 91885 and 108936, appointed by Mayor, all subject to City Council confirmation, 3-year terms

1 member: *Get Engaged: City Boards and Commissions program*, appointed by Mayor, Confirmed by City Council; 1-year term

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
6	F	1	Maria Barrientos		9-28-16	1	Member	Mayor
2	F	2	Donna Moodie		9-28-16	3	Member	Mayor
6	M	3	Brian Curry		9-28-16	1	Member	Mayor
6	M	4	Mark Dederer		9-28-16	2	Member	Mayor
6	F	5	Regina Hall		9-28-16	4	Vice Chair	Mayor
		6	Vacant		9-28-17		Member	Mayor
6	F	7	Sarah Johnson-Rich	12-14	9-28-17	2	Member	Mayor
1	F	8	Hollis Wong-Wear		9-28-17	2	Member	Mayor
6	F	9	Jan Levy		9-28-17	4	Chair	Mayor
6	F	10	Holly Golden	12-14	9-28-17	2	Member	Mayor
		11	Vacant		9-28-15		Member	Mayor
6	M	12	Todd Leber		9-28-15	1	Member	Mayor
4	M	13	Erik Van Rossum		9-28-15	1	Member	Mayor
6	M	14	Will Ludlam		9-28-15	1	Member	Mayor
3	F	15	Gloria Connors		9-28-15	1	Member	Mayor
6	M	GE	Sean O'Brien		9-1-15	GE	Member	Mayor

*Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other**	(6) Caucasian
Mayor	6	8	2	4	1	1	1	1	0	10
Council										
Other Bodies										
Total	6	8	2	4	1	1	1	1		10

**Other includes diversity in any of the following: race, gender and/or ability