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CITY OF SEATTLE  
2015 JUL 22 AM 10:59

# City of Seattle Boards & Commissions Notice of Appointment

CITY CLERK

<b>Appointee Name:</b> <i>Carla Chavez</i>		
<b>Board/Commission Name:</b> <i>Seattle Transit Advisory Board</i>		<b>Position Title:</b> <i>Member</i>
<input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>		<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		<b>Term of Office:</b> <i>08/03/15 - 08/02/18</i>
<b>Residential Neighborhood:</b> <i>Delridge</i>	<b>Zip Code:</b> <i>98106</i>	<b>Contact Phone No.:</b>
<b>Legislated Authority:</b> <i>Res. 31572</i>		
<b>Background:</b> <i>Carla is Development Manager for Transportation Choices Coalition, working to promote transportation alternatives throughout the Puget Sound region. With a background in marketing, she has traveled extensively and speaks both Spanish and Portuguese.</i>		
<b>Date of Appointment:</b> <i>07/27/2015</i>	<b>Authorizing Signature (original signature):</b> 	<b>Appointing Signatory:</b> <i>Mayor Ed Murray</i>

Carla Chavez

**PROFESSIONAL EXPERIENCE**

**Transportation Choices Coalition**, Seattle, Washington  
*Washington Transit Advocacy*

**2014 - PRESENT**

**DEVELOPMENT MANAGER**

Manage all aspects of fundraising for a Washington state transit advocacy organization.  
Develop marketing and outreach campaigns to increase contributions to the organization.  
Responsible for all database management and maintenance.  
Plan and execute organizational events, including fundraising galas, luncheons and forums.

**PROFESSIONAL EXPERIENCE**

**Waggener Edstrom Worldwide**, Seattle, Washington  
*International Public Relations Agency*

**2012 - 2014**

**SENIOR ACCOUNT EXECUTIVE, STRATEGIC EVENTS**

Manage all aspects of brand marketing events activations from concept development to full execution oversight; ensure activations reach all set goals.  
Develop processes and procedures to ensure all activation stakeholders are fully integrated, including: timelines, budgets and staffing.  
Develop creative concepts to bring client brand to life, including: event themes, visuals and attendee communications (print and digital).  
Manage procurement process and vendor relationships to ensure timely delivery and execution.  
Create work back documents, roles and responsibilities and hand-off documents for activations.  
Responsible for budget tracking and financial payment processes, including account reconciliation.  
Awarded November 2012 Rock Star Award and October 2012 Consumer Practice Kick A\$\$ Award.

**Whole Foods Market**, Dallas, Texas

**2009-2012**

*International grocer, leader in natural and organic foods.*

**MARKETING TEAM LEADER**

Raised brand awareness, basket size and guest count through internal and external marketing activities & community relations.  
Developed and managed retail promotions in conjunction with product teams, including community outreach, demo programs, in-store events and digital media resulting in increased guest count year over year.  
Executed concurrent marketing programs for different departments, demonstrating ability in multi-tasking and attention to detail.  
Led metro-wide collaborations between 8 stores, working with cross-functional teams to achieve measurable results: Projects included a metro website, execution of two national film series, a 28-day nutritional challenge and a metro wine and beer club.

**Carla Chavez**

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Developed in-store signage plan along with the in-store graphic designer to maintain brand standards and create a consistent and positive look and feel.

Staff management, including hiring, mentoring and performance reviews of culinary demonstration specialists, sales drivers and graphic artists.

Identified and cultivated new sponsorship partnerships to increase brand visibility.

Social media communications for the Whole Foods Market Dallas & Fort Worth metro through Facebook, Twitter, Foursquare, Yelp, etc.

Awarded the Southwest Region Marketing All\*Star Award for marketing contributions to the Dallas & Fort Worth Metro, highest recognition for a team member in the region.

**International Newsmedia Marketing Association, Dallas, Texas**

**2007 to 2009**

*International non-profit association for marketing executives in the news media industry.*

**MARKETING AND EVENTS MANAGER – LATIN AMERICA**

Responsible for new member acquisition and retention strategies, overall event marketing and new media marketing initiatives for the Latin America Division.

Delivered the first profitable year for the Latin American division in the history of the association through event attendance and new member generation.

Used emerging technologies to decrease costs in event promotion and increase registration by 30%.

Increased overall event sponsorship by 35% in the first year and 65% in the second year through creative sponsorship opportunity development, cultivating new relationships and targeting new partners.

Developed and executed the association's first steps in Social Media, creating and handling the Twitter and Facebook accounts.

Developed the Association's first webinar series for participants around the world.

Re-conceptualized and redesigned the association's email newsletters, increasing event and publication sales and member engagement.

**Cinemark International, Plano, TX**

**2005-2007**

*International Movie Theater company, with theaters in the US, Latin America and Taiwan.*

**INTERNATIONAL MARKETING COORDINATOR**

Coordinated marketing efforts for movie theaters in 12 countries in Latin America.

Managed 11 different in-country marketing teams, serving as a bridge between the corporate office and the country-marketing directors.

Provided research and guidance in expanding loyalty programs in 6 international markets; Colombia, Costa Rica, El Salvador, Nicaragua, Argentina & Peru.

Tracked weekly attendance and analyzed trends and advised in-country teams to counteract trends & competition.

Led the development of the marketing intranet – created new communication channels for all marketing managers.

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**EDUCATION**

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BA in Political Science and Portuguese – University of Florida, Gainesville, Florida

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Certificate in Latin American Studies

Graduate Courses in International Marketing, Marketing Management and Qualitative Marketing  
Research – University of Texas at Arlington, Arlington, Texas

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**SKILLS**

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Fluent in Spanish & Portuguese \* Adobe Creative Suite \* HTML \* Mac & PC \* Microsoft Office

## SEATTLE TRANSIT ADVISORY BOARD

11 members: Per Resolution 31572, all subject to City Council confirmation, with five 2-year terms and six 3-year terms initially, followed by subsequent two-year terms:

- 5 City Council-appointed
- 6 Mayor-appointed
- 1 Other Appointing Authority-appointed: YMCA Get Engaged program

### Roster:

*D	**G	Position No.	Position Title	Name	Term Start Date	Term End Date	Term #	Appointed By
5	F	1.	Member	Marci Carpenter	8-3-15	8-2-18	1 <sup>st</sup>	City Council
6	F	2.	Member	Katie Wilson	8-3-15	8-2-18	1 <sup>st</sup>	City Council
6	M	3.	Member	Jonathan Howard	8-3-15	8-2-18	1 <sup>st</sup>	City Council
6	M	4.	Member	Kevin Duffy-Greaves	8-3-15	8-2-17	1 <sup>st</sup>	City Council
6	F	5.	Member	Harriet Wasserman	8-3-15	8-2-17	1 <sup>st</sup>	City Council
3	F	6.	Member	Carla Chavez	8-3-15	8-2-18	1 <sup>st</sup>	Mayor
6	F	7.	Member	Celeste Gilman	8-3-15	8-2-18	1 <sup>st</sup>	Mayor
6	M	8.	Member	Ron Posthuma	8-3-15	8-2-18	1 <sup>st</sup>	Mayor
6	F	9.	Member	Erin Tighe	8-3-15	8-2-17	1 <sup>st</sup>	Mayor
6	M	10.	Member	Zach Shaner	8-3-15	8-2-17	1 <sup>st</sup>	Mayor
6	M	11.	Member	Ezra Basom	8-3-15	8-2-17	1 <sup>st</sup>	Mayor
1	F	12.	Member	Odessa Stevens	TBD	TBD	1 <sup>st</sup>	Get Engaged

### Diversity Chart:

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

### Key:

- \*D List the corresponding *Diversity Chart* number (1 through 9)
- \*\*G List *gender*, M or F
- \*\*\*Other Includes diversity in any of the following: *race, gender and/or ability*