




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Mariam Sulayman Koss</i>		
Board/Commission Name: <i>Seattle Human Rights 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 checked="" type="checkbox"/> Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Date Appointed: <i>mm/dd/yy.</i>	Term of Position: * <i>1/23/2024</i> to <i>1/22/2026</i> <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Beacon Hill</i>	Zip Code: <i>98108</i>	Contact Phone No.:
Background: <i>Mariam</i> was born and raised in Seattle. She has spent the last 12 years working in digital marketing and the ecommerce space before recently becoming a full-time stay-at-home mom to her 1- year- old. In her free time, she enjoys traveling, fashion, and trying new things - be it food or activities.		
Authorizing Signature (original signature): 	Appointing Signatory: <i>Cathy Moore,</i> <i>Seattle City Councilmember</i>	

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

MARIAM SULAYMAN KOSS

EXPERIENCE

T-MOBILE

11/2020 - Present

DIGITAL BUSINESS MANAGER, Customer Acquisition

- Manage all web creative and direct partnership with the largest OEM partner, Apple. Responsible for all digital goals and execution for all Apple devices (iPhone, Watch) and strategic partnerships (Apple Fitness+)
- Lead digital strategy & launch for T-Mobile storefront on Amazon.com
- Own the merchandising and traffic flow across website and app to increase customer satisfaction, drive online & omni-channel sales and reduce costs
- Own and define web strategy to deliver business outcomes across the prospect and base customer life cycle, activation, onboarding, engagement, retention, cross-sell, win-back and saves
- Leverage trends through data analysis, customer journey mapping, customer segmentation and creating marketing plans with key stakeholders to support business goals and KPIs

MICROSOFT (CONTRACT)

9/2019 - 11/2020

SENIOR DIGITAL PROJECT MANAGER, CCSM Surface, Microsoft 365 & Windows

- Managed creation of digital omni-channel campaigns to drive awareness, consideration & conversion
- Work with partners & agencies to create, optimize, execute digital campaigns & product launches
- Managed project timelines and deliverables (including raw assets, copy, design specs, project brief, etc)
- FY20 Microsoft 365 category launch - managed creation and execution of PDP content, display banners, social, syndicated content and audit for all digital partners
- Managing digital merchandising across all retail partners sites (Amazon, Walmart, Costco, Best Buy, etc)
- Amazon merchandising lead responsible for merchandising, analytics and A|B testing for all categories

AMAZON.COM (CONTRACT)

8/2018 - 3/2019

MARKETING MANAGER, Amazon Fashion

- Effectively built data-driven customer experiences through rich content and navigation
- Drive site improvements, optimize promotional efforts and help manage traffic drivers to meet business needs
- Fluent in Content Symphony, Vendor Central and internal merchandising, and analytics tools/programs
- Analyzing and presenting metrics to key stakeholders in WBR, QBR
- Managed 2018 Holiday Gift Guide landing page & CX for Amazon Fashion category
- Plan, develop, and execute cross-company initiatives including Turkey 5 and Holiday Gift Guide

ZUMIEZ

6/2016 - 8/2018

DIGITAL MARKETING MANAGER / CATEGORY MANAGER

- Category manager for women's business, averaging 34% of total online business with a 74% increase YOY
- Senior category manager, leading a team of 4 site merchandisers
- Oversaw digital marketing, site merchandising strategies, email marketing and omni-channel initiatives
- Lead marketing strategy, brand position, taxonomy, assortment, A/B tests, and content creation
- Drive the execution of marketing strategies to increase awareness, conversion, AOV & acquisition
- Manage promotional campaigns including calendar, deliverables, QA and post-event review & analytics
- 2017 Digital Marketing Employee of the Year

ZULILY

7/2014 – 6/2016

ACCOUNT MANAGER, Business Development / ASSISTANT BUYER, Licensed Apparel

- Managed \$80M dollar portfolio for highest grossing departments in the company
- Execution of events including site merchandising, digital asset management, sourcing and buying
- High level negotiation with C-level executives on contract, inventory and pricing
- Managed product launches, brand marketing, advertising collaborations and strategic partnerships
- 2015 Zunie Award - Business Development

EDUCATION

University of Washington – Seattle
Bachelor of Arts, Communications

Harvard Extension School – Boston
Graduate Certificate, Marketing Management

SKILLS PROFILE

- Exemplary account, vendor, and project management professional
- E-commerce, digital marketing, B2B, B2C, site merchandising and content management experience
- Advanced in Google Analytics, Microsoft Excel, Amazon Vendor Central, Amazon Marketing Services, Google Ads, Facebook Ads, Marketo, Magento, Tableau, Oracle Endeca, Adobe Analytics, HTML, Jira, Confluence, Trello, Smartsheet, Salesforce and other digital marketing tools

Seattle Human Rights Commission

March 2024

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 (includes 1 Get-engaged Mayor position)
- 4 Other Appointing Authority-appointed: Commission-appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
	F		1.	Member	Bryennah Quander	7/23/23	7/22/25	1	City Council
	M		2.	Member	Andre Brown	7/23/23	7/22/25	1	Mayor
	F		3.	Member	Haley Miller	7/23/23	7/22/25	1	City Council
			4.	Member	Vacant	7/23/23	7/22/25	1	Mayor
	M		5.	Member	Mohamed Bonah	7/23/23	7/22/25	1	City Council
	M		6.	Member	Emeka Alozie	1/23/24	1/22/26	1	Mayor
			7.	Member	Mariam Sulayman Koss	1/23/24	1/22/26	1	City Council
			8.	Member	Chelsea Stevenson	1/23/24	1/22/26	1	Commission
	F		9.	Member	Vacant	7/23/22	7/22/24	1	Mayor
	F		10.	Member	Vacant	7/23/22	7/22/24	1	City Council
			11.	Member	Vacant	7/23/22	7/22/24	1	Mayor
	F		12.	Member	Vacant	7/23/22	7/22/24	1	City Council
	F		13.	Member	Kristina M. Sawyckyj	1/23/24	1/22/26	1	Mayor
	M		14.	Member	Ali Tufail Khan	1/23/24	1/22/26	1	City Council
			15.	Member	Christina R. Diego	1/23/24	1/22/26	1	Mayor
	F		16.	Get Engaged	Rachel Lockerbie	9/1/23	8/31/24	1	Mayor
	F		17.	Member	Vacant	7/23/22	7/22/24	1	City Council
	F		18.	Member	Tricia Diamond	1/23/24	1/22/26	2	Mayor
			19.	Member	Vacant	7/23/22	7/22/24	1	Commission
			20.	Member	Nicholas G. Leydon	1/23/24	1/22/26	1	Commission
			21.	Member	Vacant	7/23/22	7/22/24	1	Commission

SELF-IDENTIFIED DIVERSITY CHART

	SELF-IDENTIFIED DIVERSITY CHART		(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)		
	Male	Female	Transgender	NB/ O/U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	2	3											
Council	5												
Comm		2											
Total													

Key: *D List the corresponding *Diversity Chart* number (1 through 9)

G List *gender*, **M= Male, **F**= Female, **T**= Transgender, **NB**= Non-Binary **O**= Other **U**= Unknown
Residential Council District number 1 through 7 or N/A -Diversity info is self-identified and

**RD voluntary.