




## City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> Neely Evanoff		
<b>Board/Commission Name:</b> Seattle Women's Commission		<b>Position Title:</b> Member
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		<b>City Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: Fill in appointing authority		<b>Term of Position: *</b> 7/2/2024 to 7/1/2026  <input checked="" type="checkbox"/> Serving remaining term of a vacant position
<b>Residential Neighborhood:</b> Central District	<b>Zip Code:</b> 98122	<b>Contact Phone No.:</b> Business phone # - NOT personal phone #
<b>Background:</b> Neely is drawn to the Commission's work around gender-based violence and women's health access. She brings experience in brand marketing and storytelling and could help project manage campaigns and outreach initiatives for domestic violence/trafficking prevention efforts or scale-up digital access to finding reproductive health information. Neely would be proud to contribute her time, research skills, and lived experience to help make Seattle a safer, more supportive city for all women.		
<b>Authorizing Signature (original signature):</b>    <b>Date Signed (appointed):</b> 05/06/25		<b>Appointing Signatory:</b> Councilmember Cathy Moore Seattle City Council

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

# Neely Evanoff

## SUMMARY

Marketing Program Manager with +8 years experience in website management, content strategy, and community outreach. Specialized in content design and storytelling.

## SKILLS

### Project Management

- Marketing Strategy
- Website Strategy
- Stakeholder management
- Project Lifecycles

### Process Management

- Data Analysis & KPI tracking
- Process development
- Workflow optimization
- Budgeting & resource management

### Software

- Atlassian
- Adobe Analytics
- Google Analytics
- Microsoft & Google Suites

## RELEVANT EXPERIENCE

### Web Producer | *DocuSign Inc.* (Seattle, WA)

Dec 2024 - Present

- Lead website operations for global websites owning content calendar, overseeing brand consistency and managing content builds and updates via website software.
- Spearheaded improved translation process of website content for 8 languages using Figma and Smartling plug-ins which improved workstream efficiencies.

### Brand Content Specialist | *Brooks Running* (Seattle, WA)

Oct 2021 - Sept 2024

- Manage content creation for seasonal global campaigns and product launches by organizing stakeholders, kickoffs, asset reviews, and publication using Airtable, JIRA, and Microsoft Suite.
- Execute \$800K annual editorial content budget ensuring cost-effective allocation of resources to create website pages, blogs, and social media assets.

### Communications Manager | *Marine Applied Research and Exploration*

Oct 2020 - Oct 2021

- Plan and execute marketing strategies and day to day communications programs by constructing detailed work plans and collaborating with stakeholders to achieve milestones and disseminate project results.
- Oversee planning and logistics for the development team to support timely, successful recruitment of \$1.2M in annual grant funding.

### Marketing Program Manager | *Women's Business Center of Utah*

Sep 2019- Sep 2020

- Directed development, implementation and management of new \$300K grant-based program and executed successful recruitment of 10 new program partnerships through presentations, webinars and customized program kits.
- Developed project scopes, briefs, plans, and workback schedules using Smartsheet
- Honored as "2020 Heros" award winner from Utah Nonprofits Association for COVID Community Response

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- Communications Specialist** | *Surfrider Foundation* (Indonesia) Jan 2018 - Sept 2019
- Owned calendar and maintained SEO-optimized online field journal of scientific storytelling and produced user-facing deliverables for websites and social media.
  - Coordinated marketing collateral for product marketing teams creating communications powerpoints, one-pagers, and infographics using Canva.
- Research Program Aide** | *Marin Municipal Water District* (California) Jun 2017- Dec 2017
- Planned, managed marketing of events and workshops creating photography, flyers and digital marketing copy to successfully recruit over 100 volunteers.
  - Analyzed, edited K-12 educational programs for better content and design of educational assets.
- Salmon Research Fellow** | *Turtle Island Restoration Network* (California) June 2016- June 2017
- Coordinated daily operations of field research projects including building timelines and planning resource allocation which ensured excellent completion rates and budget allocation.
  - Wrote weekly blog posts; maintained research-based social media updates for 60K+ followers on various platforms, including Wordpress.

## EDUCATION

**BS Environmental Sciences** *Oregon State University* June 2016  
Specialization in Natural Resources & Sustainability

## Certificates

**Accounting** *Johnson Graduate School, Cornell University* April 2020

## INTERESTS

Sailing, historical fiction author, native plant gardening

# Seattle Women's Commission

## May 2025

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
	F		1.	Member	Tosh Owens	7/02/25	7/01/27	1	Mayor
			2.	Member	VACANT	7/02/24	7/01/26		Mayor
	F		3.	Member	Hannah Glover	7/02/24	7/01/26	1	Mayor
	F		4.	Member	Naseem Ghazanfari	7/02/24	7/01/26	1	Mayor
			5.	Member	VACANT	7/02/25	7/01/27		Mayor
			6.	Member	VACANT	7/02/25	7/01/27		Mayor
	F		7.	Member	Eunji Han	7/02/24	7/01/26	1	Mayor
	F		8.	Member	Krystal Guerrero	7/02/24	7/01/26	2	Commission
			9.	Member	VACANT	7/02/25	7/01/27		Mayor
	F		10.	Member	Neely Evanoff	7/02/24	7/01/26	1	City Council
	F		11.	Member	Emily Rose Barr	7/02/25	7/01/27	2	City Council
	F		12.	Member	Mariah Rivera	7/02/23	7/01/25	1	City Council
	F		13.	Member	Vinati Mamidala	7/02/24	7/01/26	3	City Council
	F		14.	Member	Talley Mills	7/02/24	7/01/26	1	City Council
	F		15.	Member	Jennifer Tran	7/02/23	7/01/25	1	City Council
	F		16.	Member	Kate Faoro Wright	7/02/23	7/01/25	1	City Council
	F		17.	Member	Nardos Tola	7/02/24	7/01/26	1	Commission
	F		18.	Member	Amanda DeFisher	7/02/24	7/01/26	1	City Council
	F		19.	Member	Whitney Nakamura	7/02/24	7/01/26	3	Commission
	F		20.	Member	Nadia Goforth	7/02/25	7/01/27	1	Commission
	F		21.	Get Engaged	Sonia Hitchcock	9/01/24	8/31/25	1	Mayor

### SELF-IDENTIFIED DIVERSITY CHART

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	0	5	0	0	0	1	0	0	0	0	0	0	0
Council	0	8	0	0	0	0	0	0	0	2	0	0	0
Comm	0	4	0	0	0	0	0	0	0	0	0	0	0
Total	0	17	0	0	0	1	0	0	0	0	0	0	0

**Key:** Diversity information is self-identified and is voluntary.

\*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