




# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> Sarah C Rich		
<b>Board/Commission Name:</b> Seattle Center Advisory Commission		<b>Position Title:</b> Commissioner
<input type="checkbox"/> Appointment OR <input checked="" type="checkbox"/> Reappointment		<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: <i>Fill in appointing authority</i>	<b>Date Appointed:</b> 11/3/2017	<b>Term of Position: *</b> 9/29/2017 to 9/28/2020
<b>Residential Neighborhood:</b> Northwest	<b>Zip Code:</b> 98117	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b>  <p><i>Ms. Rich is currently a part-time consultant and full-time mother. Ms. Rich previously worked as the Digital Marketing Manager at Ritani where she worked on their email and affiliate marketing programs. Before that, she was 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>		
<b>Authorizing Signature (original signature):</b> 		<b>Appointing Signatory:</b> Tim Burgess Mayor

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 CITY OF SEATTLE  
 2017 NOV -3 AM 11:17  
 CITY CLERK

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

# Sarah C. Rich

## Marketing Manager – Consumer Products

*Energetic, digitally-savvy marketing professional with nine 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	Telemarketing / Inside Sales
Customer Loyalty / Retention	Recurring Revenue / Subscriptions	Vendor Selection / Management
Collateral, Branding & Messaging	Branding & Positioning	Digital & Social Media Channels

### *Employment History & Accomplishments*

#### CONSULTANT

*Seattle, WA: 2016-present*

- Working as a part-time consultant and full-time mother, advising multiple clients and developing their marketing and business strategies

#### RITANI

*Seattle, WA: 2014-2016*

- Was responsible for the email and affiliate marketing channels for Ritani.com, which generated over \$3MM in annual net revenue
- Managed Ritani's inbound/outbound email programs, developing strategy & content for 200K consumers
- Increased traffic and revenue from the email channel by over 100% by implementing a comprehensive strategy, including promotional, automated and personalized email campaigns
- Directed an end-to-end effort to select a new email service provider for Ritani - researching, negotiating terms and integrating the new solution
- Led the affiliate program, managing over 100 existing partnerships and forging new relationships to drive sales for Ritani.com
- Spearheaded all promotional holiday efforts, working closely with development and content teams to execute promotions for Ritani.com
- Created 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 marketing initiatives aimed at improving subscriber retention through various targeted marketing methods including email, direct mail, inserts and display advertising (print/digital)
- Administered budget of \$500k and managed key relationships with vendors and advertising agencies
- Coordinated a weekly rewards/loyalty email campaign with offers from over 50 local partners
- Work closely with Business Intelligence team to analyze ROI and campaign performance metrics
- Participate on (and occasionally lead) 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)

- Managed the Seattle Restaurant Week promotion from end-to-end, coordinating partnerships with more than 165 restaurants, attracting over 20,000 customers, and generating more than \$750,000 in revenue
- 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
- 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
- Worked closely with advertising sales directors to conceptualize and launch creative promotional efforts that generated over \$500k in new revenue and led over \$3.5M in client sales

**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.

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***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 Program Commissioner**, Seattle Center Advisory Commission, (2012-Present)

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

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

# Seattle Center Advisory Commission

15 Members: Pursuant to *Ordinances 91885 and 108936*, 3-year terms; 1 Member pursuant to *Ordinance 120325*, 1-year term. All members subject to City Council confirmation:

- # City Council-appointed
- 16 Mayor-appointed
- # Other Appointing Authority-appointed (specify):

**Roster:**

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	F	3	1.	Member	Maria Barrientos	9/29/16	9/28/19	2	Mayor
2	F	3	2.	Member	Donna Moodie	9/29/16	9/28/19	4	Mayor
6	M	7	3.	Member	Brian Curry	9/29/16	9/28/19	2	Mayor
6	M	7	4.	Vice Chair	Mark Dederer	9/29/16	9/28/19	3	Mayor
			5.	Member	Vacant		9/28/19		Mayor
			6.	Member	Vacant		9/28/20		Mayor
6	F	6	7.	Member	Sarah C. Rich	9/29/17	9/28/20	3	Mayor
			8.	Member	Vacant		9/28/20		Mayor
			9.	Member	Vacant		9/28/20		Mayor
6	F	7	10.	Member	Holly Golden	9/29/17	9/28/20	3	Mayor
6	M	7	11.	Member	Jon Scholes	9/29/15	9/29/18	2	Mayor
6	M	3	12.	Chair	Todd Leber	9/29/15	9/29/18	2	Mayor
4	M	N/A	13.	Member	Erik Van Rossum	9/29/15	9/29/18	2	Mayor
6	M	N/A	14.	Member	Will Ludlam	9/29/15	9/29/18	2	Mayor
3	F	2	15.	Member	Gloria Connors	9/29/15	9/29/18	2	Mayor
6	F	4	16.	Get Engaged Member	Nisha Nariya	9/1/16	8/31/18	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 (Specification Optional)	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	6	6				1	1	1		9			
Council													
Other													
<b>Total</b>	<b>6</b>	<b>6</b>				<b>1</b>	<b>1</b>	<b>1</b>		<b>9</b>			

**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.*