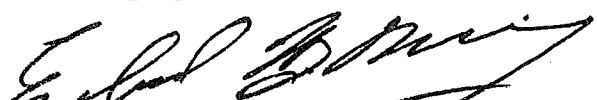




# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> Tracy Whitten		
<b>Board/Commission Name:</b> Seattle Women's Commission		<b>Position Title:</b> Member
<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> 8/1/2017	<b>Term of Position: *</b> 7/2/2017 to 7/1/2019
<b>Residential Neighborhood:</b> Leschi	<b>Zip Code:</b> 98144	<b>Contact Phone No.:</b> N/A
<b>Background:</b> <p>Tracey brings experience as an advocate an organizer to the Commission, having served as the Internal Organizer for AFT Washington, focused primarily on leadership development and membership engagement of AFT members. Before joining AFT she worked as an External Organizer for SEIU Local 925 working extensively on improving working conditions for non-union members and organizing hundreds of volunteers to engage in discussion and action around the economy and job creation.</p> <p>As the third and youngest child of an immigrant family from Jamaica, Tracey had the opportunity to view the ideals of American values through the lens of two different worlds and she credits this experience for her early onset to fight for social justice.</p> <p>Tracey's contributions throughout her tenure include working to progress paid family leave; being part of a small cohort of women to engage in discussion with councilmembers and community members around the importance of providing this kind of leave. An especially poignant aspect of her participation at the time, was that Tracey was herself on paid leave after the birth of her child, and brought her then 3-month old to the Council meeting.</p> <p>She was also part of a subgroup of commissioners who engaged in regular community discussions on the gender wage gap. While Tracey still believes in creating gender wage parity, she is now more focused on addressing some of the root causes of wage disparities, like the lack of affordable childcare and paid leave for working women in Seattle.</p>		
<b>Authorizing Signature (original signature):</b> 		<b>Appointing Signatory:</b> Edward B. Murray Mayor of Seattle

FILED  
 CITY OF SEATTLE  
 2017 AUG 28 PM 4:30  
 CITY CLERK

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

# Tracey Whitten

Creative and proactive community engagement professional with strong experience advocating and championing policies, programs and partnerships that address systemic community sustainability challenges.

Adept at utilizing exceptional communication skills that drive program success and advance public relations in order to demonstrate authentic and meaningful impact.

## PROFESSIONAL EXPERIENCE

**ACCOUNT MANAGER**, March 2017 to present  
TEAM SOAPBOX, Seattle, WA

*MARKETING AND COMMUNICATIONS CONSULTANT FOR  
PUBLIC RELATIONS AND ISSUE ADVOCACY FIRM*

### CLIENT/WORK EXAMPLE:

#### **KAISER PERMANENTE**

Orchestrate the planning and execution of large scale event for Kaiser Permanente in partnership with the City of Seattle. Primary event focus: introducing KP to larger community, making a prominent splash amongst competing activities, gathering data to inform KP's further engagement.

#### **SEATTLE DEPARTMENT OF TRANSPORTATION**

Developing creative strategy to introduce new public schools to communities

Planning and execution of three community events (Safe Routes To School) designed to raise awareness of new schools and promote traffic safety

#### **HYATT REGENCY LAKE WASHINGTON**

Produced and distributed press and marketing materials

Curate list of media contacts and while pitching and presenting compelling angle

Assist in securing placement in several media outlets

#### **INDEPENDENT MARKETING CONSULTANT**, October 2016 – present

Developing strategic messaging, outreach and branding for non-profit and start-ups.

#### **DIRECTOR OF MARKETING**, January 2016 to October 2016 EMPOWER ENGINE, Seattle, WA

Strategically lead and drive marketing initiatives for complex startup technology company. Design communication program from the ground up to increase exposure, brand recognition, and target marketing.

- ◆ Increase market competitiveness through creation of new go-to-market pricing strategy resulting in greater market penetration and a higher degree of repeated users.

*continued...*

- ◆ Conduct market and competitor research and leverage analysis to successfully enhance product packaging and positioning.
- ◆ Drive collaboration agreements with larger brands and influencers to generate buzz of Empower Engine and earned editorial coverage.
- ◆ Drive and optimize marketing approaches achieving a superior 65% open rate as compared to the 18.7% industry average.
- ◆ Innovatively develop conversion growth strategy through the introduction of a new free tier, yielding higher customer engagements and improved brand loyalty.

**BUSINESS DEVELOPER, October 2015 to January 2016**  
BIZIBLE, Seattle, WA

Writing fluid and impactful sales messages to better target internal, external and business leaders at the various levels of the organization and generate business through a variety of communication channels.

- ◆ Utilize multiple media and social media tools to monitor product mentions or issues.
- ◆ Research potential customers and analyzed data to determine whether there was a positive fit between product suites and customer needs fulfilling a need for the customer.
- ◆ Utilize Social Media to increase engagement amongst prospective customers and promote brand awareness.

**INTERNAL ORGANIZER, July 2012 – October 2015**  
AMERICAN FEDERATION OF TEACHERS, Seattle, WA

Manage a community engagement program focusing on outreach and sustainability between of labor members and community.

- ◆ Lead and execute strategic programs while working directly with local stakeholders to generate positive results for localized issues.
- ◆ Advise and help develop rapid response on issues and crisis communication for internal stakeholders as well as external.
- ◆ Design community engagement campaign to engage and mobilize youth, small businesses and the immigrant community.
- ◆ Help the organization prepare internal and external messaging, manage board approvals, and manage distribution of messaging to various audiences.
- ◆ Write content for monthly digital publications designed to engage stakeholders.

**ORGANIZER, September 2010 – July 2012**  
SEIU LOCAL 925, Seattle, WA

Develops, implements, and manages multiple campaigns targeted at building community sustainability and obtaining buy-in from individuals in order to carry out new processes, resulting in 10% growth in membership revenue.

- ◆ Effectively own campaign creation, management, and improvement.
- ◆ Prepare stakeholders and community members to speak on issues resulting in media coverage.

## **COMMUNITY INVOLVEMENT**

**BOARD MEMBER**, May 2016 to Present  
WASHINGTON BUS EDUCATION FUND, Seattle, WA

Support leadership opportunities for young and underrepresented individuals while increasing their political access and participation across Washington State.

- ◆ Oversee and approve budget while ensuring accountability for funds and allowable expenditures.

**BOARD MEMBER**, December 2012 to Present  
SEATTLE WOMEN'S COMMISSION, Seattle, WA

- ◆ Advocate and articulate issues that impact women in Seattle and provides recommendations to the Mayor's Office and other Public Administration.
- ◆ Manage relationships that include representation from public and private sectors, community based organizations, non-profits, and subject matter experts on projects to coordinate strategies, plans and follow through on efforts.

## **EDUCATIONAL BACKGROUND**

UNIVERSITY OF CENTRAL FLORIDA, Orlando, Florida | **Bachelor of Arts, Organizational Communications**

## **TECHNICAL PROFICIENCIES**

**MICROSOFT OFFICE, HUBSPOT, SALESFORCE, WORDPRESS**

# Seattle Women's Commission

21 Members: Pursuant to *SMC 3.14.920*, all members subject to City Council confirmation, 2-year terms:

- 9 City Council-appointed
- 10 Mayor-appointed
- 2 Other Appointing Authority-appointed: Commission-appointed

## Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
		3	1.	Member	Nicole Negron	7/02/17	7/01/19	1	Mayor
2	F		2.	Member	Teresa Springer	7/02/16	7/01/18	2	Mayor
			3.	Member		7/02/17	7/01/19		Mayor
9	F	7	4.	Member	Loida C. Erhard	7/02/16	7/01/18	2	Mayor
2	F		5.	Member	Tracey Whitten	7/02/17	7/01/19	2	Mayor
6	F		6.	Member	Erica J. Soelling	7/02/17	7/01/19	2	Mayor
			7.	Member	Tara Cookson	7/02/15	7/01/18	1	Mayor
6	F		8.	Member	Morgan R. Beach	7/02/15	7/01/18	2	Mayor
			9.	Member		7/02/17	7/01/19		Mayor
9	F		10.	Member	Idabelle Fosse	7/02/15	7/01/18	1	City Council
1	F		11.	Member	K.Min Pease	7/02/17	7/01/19	1	City Council
			12.	Member		7/02/15	7/01/17		City Council
			13.	Member	Xochitl Makovich	7/02/16	7/01/18	1	City Council
2	F		14.	Member	Mergitu Argo	7/02/16	7/01/18	3	City Council
			15.	Member		7/02/17	7/01/19		City Council
2	F		16.	Member	Rokea Jones	7/02/17	7/01/19	1	City Council
5	F		17.	Member	Ruchika Tulshyan	7/02/16	7/01/18	1	City Council
2	F		18.	Member	Lakeisha Jackson	7/02/16	7/01/18	2	City Council
6	F		19.	Member	Michele Maureen Frix	7/02/16	7/01/18	3	Commission
			20.	Member		7/02/17	7/01/19	1	Commission
1	F		21.	Get Engaged	Vivian Lee	9/01/17	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	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	0	6			1	2	0	0	0	2	0	0	1
Council	0	7			1	3	0	0	1	1	0	0	1
Comm	0	1			0	0	0	0	0	1	0	0	0
<b>Total</b>	<b>0</b>	<b>14</b>			<b>2</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>2</b>

### Key:

- \*D List the corresponding *Diversity Chart* number (1 through 9)
- \*\*G List *gender*, M = Male, F= Female, T= Transgender, U= Unknown O = Other
- RD Residential Council District number 1 through 7 or N/A

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