




## City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Brooke Sandoval-Banker</i>		
<b>Board/Commission Name:</b> <i>Seattle Human Rights Commission</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 type="checkbox"/> Mayor <input checked="" type="checkbox"/> Other: <i>Commission</i>	<b>Date Appointed:</b> <i>11/28/2017</i>	<b>Term of Position: *</b> <i><del>1/23/2016</del> 1/23/18</i> <i>CH</i> to <i><del>1/22/2018</del> 1/22/20</i>
<b>Residential Neighborhood:</b> <i>Redondo</i>	<b>Zip Code:</b> <i>98198</i>	<b>Contact Phone No.:</b>
<b>Background:</b> <p>Brooke supports the Chairman/ CEO and plays a key role by serving as the confidante and assistant to the CEO. She assists in various ways depending on the shifting needs of the company and ensures activities are streamlined and handled appropriately allowing the CEO to focus on business strategy and results. She is directly responsible for any outside correspondence, the administrative policies and procedures, marketing, employee relations and coordinating events.</p> <p>Prior to joining Exvere, Brooke was the Founder of FIRM 49 Creative Consultancy which primarily focused on a company's transition from traditional marketing to digital marketing by evaluating emerging technologies, providing thought leadership and perspective for adoption where appropriate as well as fiscal budgeting. Before FIRM 49, Brooke was the Director of Marketing for a 4 Firm Company specializing in both commercial and residential real estate. In addition, she created, implemented, and maintained the Firm's marketing budget and forecast.</p> <p>Brooke was born and raised in Alaska, studied Business at Western State University in Colorado and is now in her last year of Graduate School obtaining her MBA in Business Management at Alaska Pacific University where she is a member of Sigma Beta Delta. While at APU, she was offered an internship with McKinley Capital for Portfolio Management as well as Institute of the North, Arctic Policy and was awarded a scholarship to attend the International Economic Development Council Conference in Anchorage, AK. Currently Brooke holds a seat for the Seattle Human Rights Commission focusing on the Indigenous sector. She is also the VP of Communications for Alaska Writers Guild and holds a seat on the Board of Directors. She is an avid sports fan, loves the outdoors, spending time with her family, her beloved whippet Manolo, her home Alaska and exploring her new home Seattle.</p>		
<b>Authorizing Signature (original signature):</b> 		<b>Appointing Signatory:</b> <i>Seattle City Councilmember Lisa Herbold on behalf of the commission</i>

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

Last revised July 19, 2016

# Brooke Sandoval-Banker

## SUMMARY

Over nine years + of experience in communications for political campaigns, non-profit and business. In addition, I have many years of experience in marketing, design, finance, fast paced high level management, extensive supervisory and office management. Proficient in Microsoft Suite, Adobe Suite, CAD, Drip Campaigns, POS and QuickBooks. I am the Vice President of Communications and hold a seat on the Board of Directors for Alaska Writers Guild. I am looking for a place to plant roots and grow.

## EXPERIENCE

### MANAGEMENT AND TRAINING EXPERIENCE

Extensive marketing and communications background that provides branding, marketing and advertising. I consult organizations on audience development strategies by cultivating ideas for tomorrow. I provide imaginative strategies, social media campaigns based on cultural trends, intelligence and network approach. Create plans to cater to the faster circulation of demand which challenge businesses and help them become more agile and responsive. Helping businesses shape their future with full scale branding, visuals and strategic initiatives. I am a natural leader that builds and guides cohesive teams, providing the strategies, motivation and direction to drive excellence. Strong critical thinking, problem solving and time management skills with proven success handling multiple responsibilities in fast paced environments. I have designed and implemented managerial systems designed to improve profitability.

## WORK HISTORY

**2016-Present:** Founder, CEO; Firm 49: Creative Consultancy.

Implement strategic digital marketing branding and budget plans for both small and large businesses. Design, build and maintain social media presence. Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs). Identify trends and insights, and optimize spend and performance based on the insights. Brainstorm new and creative growth strategies. Plan, execute, and measure experiments and conversion tests. Collaborate with internal teams to create landing pages and optimize user experience Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points. Instrument conversion points and optimize user funnels. Collaborate with agencies and other vendor partners. Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate. Conduct extensive research, which includes: Liaising with company directors and their employees, undertaking competitor analysis, identifying the value of branding in achieving the company's business objectives, conducting primary research, i.e. devising questionnaires and distributing them to members of the public who constitute the brand's target audience. Process data, analyze and identify trends, interpret the information, and present it in an accessible and understandable format.

**2015- 2017:** Director of Marketing & Media Relations: Vista Incorporated/ Jack White.

Vista Inc. houses Jack White Real Estate residential, commercial, JW Mat-SU, JW Kenai, JW Soldotna, JW Eagle River. Provides complete design direction both for companies and re-brand of companies. Develops marketing strategy by studying economic indicators; tracking changes in supply and demand; identifying customers and their current and future needs; monitoring the competition. Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed; providing information and commentary pertinent to deliberations; recommending options and courses of action; implementing directives. Obtains market share by developing marketing plans and programs for each product; directing promotional support. Maintains relations with customers by organizing and developing specific customer relations programs; determining company presence at conventions, annual meetings,

trade associations, and seminars. Provides short- and long-term market forecasts and reports by directing market research collection, analysis, and interpretation of market data. Influences present and future products by determining and evaluating current and future market trends. Develops new uses for existing products by analyzing statistics regarding market development; acquiring and analyzing data; consulting with internal and external sources. Maintains research database by identifying and assembling marketing information. Provides marketing information by answering questions and requests. Achieves financial objectives by preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions. Completes marketing department operational requirements by scheduling and assigning employee; following up on work results. Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.

**2014-2015:** Hotel Captain Cook/Hickel Investments, Anchorage, Alaska:  
Communications/Contract Specialist.

Created, implemented and maintained all contracts between Hickel Investments/Hotel Captain Cook and Clients

**2013-2015:** Hotel Captain Cook/Hickel Investments, Anchorage, Alaska: Human Resources, Quality Assurance and Marketing Liaison. Implement and maintain policy and attend board meetings to keep current for employee benefits or lack thereof. Hiring, Firing, Scheduling, Events and Training for 450+ employees.

**2010-2013:** Denver Academy of Ballet, Denver, CO : Director, Finance, A/R, A/P, G/L, Budgeting, Grant Writing, Scholarships, Registration, Travel Scheduling, Event Planning, Instructor.

**2008-2010:** Baker Boys Distribution, North Hollywood, CA :Production manager, A/R, G/L, processed high volume accounts payable and entered them into excel and QuickBooks bi-weekly. Oversaw production for 3 brand distribution.

**2006-2008:** Liberty Creek Apartments, Denver, CO :Assistant to manager, A/R, payroll, inventory of renovations and non-renovations in each phase of development, analyzed, tracked and reviewed late and non-payments

**2005-2007:** Richmond Homes Denver, CO : Assistant to Community Developer. Real Estate Developing, Implemented and maintained budgets and created excel spreadsheets for documenting and presenting.

## **EDUCATION**

Masters of Business Administration & Management emphasis in Finance,  
**Alaska Pacific University, Present**

Business Administration, Clinical Psychology, Philosophy  
**Western State College 2006**

## **HOBBIES AND INTERESTS**

Human Rights and Social Justice Activist, Firm 49, Sigma Beta Delta International Business Honors Society. Arctic policy, Stars of the Industry Nominee, Employee of the Month. Actively involved with numerous charities to include; Catholic Social Services, Brother Francis, United Way, American Heart Association, American Diabetes Association, Camp Hope, AWAIC. Created an annual blanket drive. Pioneered Employee Assistance Fund, and a giant sport enthusiast!

# Seattle Human Rights Commission

## December 2017

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

- 7 City Council-appointed
- 8 Mayor-appointed
- 1 Other Appointing Authority-appointed: Commission-appointed

### Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
	M	6	1.	Member	William James Dow	7/23/17	7/22/19	1	City Council
	F	3	2.	Member	Marisa L. Herrera	7/23/17	7/22/19	2	Mayor
	M	2	3.	Member	Fekadu A. Shibeshi	7/23/17	7/22/19	1	City Council
	F	3	4.	Member	VACANT	7/23/17	7/22/19		Mayor
	F	3	5.	Member	Tammy J. Morales	7/23/17	7/22/19	1	City Council
	F	2	6.	Member	Shkelqim Kelmendi	1/23/16	1/22/18	1	Mayor
3	F	2	7.	Member	Kiddist Emmanuel	1/23/16	1/22/18	1	City Council
	F	6	8.	Member	Brooke Sandoval-Banker	1/23/18	1/22/20	1	Commission
6	M	6	9.	Member	VACANT	7/23/16	7/22/18		Mayor
	M	2	10.	Member	Marcel Baugh	7/23/16	7/22/18	1	City Council
	F	6	11.	Member	Sarah Bishop	7/23/16	7/22/18	2	Mayor
	M	6	12.	Member	Jeremy Wood	7/23/16	7/22/18	1	City Council
	F	6	13.	Member	Alice Serko	1/23/17	1/22/19	1	Mayor
	F	6	14.	Member	Danielle Marie Wallace	1/23/17	1/22/19	2	City Council
2	F	6	15.	Member	Robin Aviva Schwartz	1/23/17	1/22/19	1	Mayor
	F		16.	Get Engaged	Nesley Bravo	9/1/17	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	1	7				1	2			4			
Council	4	3				3	1			3			
Comm		1								1			
Total	5	11				4	3			8			

### 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.*