



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: *Rashaad O'Neal*

Board or Commission Name: *Seattle Disability Commission*

Position Title: *Member*

☒ **Appointment** ☐ **Reappointment**

***Term of Position:** *5/1/2026 to 4/30/2028*

☐ *Serving partial term (eligible for full terms thereafter)*

Appointing Authority: ☒ City Council ☐ Mayor ☐ Other: *Insert Appointing Authority*

City Council Confirmation Required? ☒ Yes ☐ No

Residential Neighborhood: *Pioneer Square*

Appointee brief overview:

Rashaad O'Neal is an integrated marketing communications professional with a Master of Arts in the field and a career-long dedication to digital equity. He has extensive experience navigating the complexities of public sector information, having spent years overseeing digital communication ecosystems for public K-12 school districts across the Puget Sound. His work is defined by the belief that clear, accessible communication is a prerequisite for civic participation. By blending technical expertise in digital strategy with a commitment to community advocacy, Rashaad focuses on dismantling information barriers to ensure that public platforms are inclusive by design.

As a member of the Seattle Disability Commission, his primary goal is to contribute technical and strategic expertise in WCAG compliance, inclusive UX design, and audio description frameworks to ensure the City of Seattle's digital infrastructure is truly usable for all residents. He hopes to bridge the gap between high-level policy and the lived experience of the disability community by auditing how information is delivered and consumed across municipal channels. By applying a strategic communications lens to the Commission's work, he aims to help the City transition from basic compliance to an "accessibility first" culture, ensuring every Seattleite, regardless of ability, has equitable access to the resources, updates, and democratic processes that shape our community.

Appointing Authority Signature:

Date Signed: *6/30/2026*

Appointing Authority Printed Name and Title:

*Councilmember Dionne Foster
Seattle City Council*

Rashaad O'Neal

Data-Driven Communications Professional

Award-winning communicator and storyteller, specializing in communication management, social media marketing, and public relations. Skilled in working with elected officials, managing cross-functional teams, executing marketing campaigns, and enhancing efficiency through equity-driven communications.

Work Experience

Digital Media Strategist

Jul 2022 - Present

Puyallup School District | Puyallup, WA

Leads district digital communications, video storytelling, web and social media marketing, managing internal and external messaging and content creation across platforms. Oversees digital communication plans aligned with the district's strategic goals, leveraging analytics to strengthen community engagement.

- Collaborated with transportation staff on crisis situations to enhance digital accessibility for inclement weather bus route webpages, boosting engagement among non-English-speaking families by 23% and increasing organic search engine clicks by 29%.
- Directed a \$1.2K paid targeted recruitment advertising campaign, collaborating with media buyers and generating over 88k impressions and driving a 20% increase in paraeducator applications.
- Leads social media branding initiative to highlight district's strategic initiatives and priorities, increasing community awareness by 15%.
- Oversees district's digital strategy by researching local demographics, performance metrics and identifying optimal posting times. Supervises staff's web publishing and social media content. Guides team on digital accessibility, SEO, and brand consistency, enhancing content quality and efficiency.
- Collaborated with the Director of Equity and Student Success to implement the district's first social media guide, equipping 100+ staff with equity-centered practices that improved consistency and strengthened community engagement across schools.
- Leads audience growth strategy to increase weekly social media-to-website traffic and engagement by 15% through A/B testing, targeted messaging, and data-driven scheduling, driving improved digital engagement and platform performance.
- Led the redesign of over 30 school websites adhering to brand guidelines, ensuring staff training and vendor relations. Achieved a 40% increase in website views and SEO ranking while promoting social justice through improved digital accessibility for all stakeholders.
- Delivered district-wide public presentations to school leaders and communication staff on effective social media strategy, accessibility, and analytics interpretation.

Public Information Officer

Sep 2021 - Jun 2022

Orting School District | Orting, WA

Oversaw district external and internal communications including crisis management, public relations, social media, publications, media relations, community outreach, web design, and photography. Managed a \$5,000 department budget, achieving a 60% cost reduction, and served as the district's primary media liaison.

- Successfully led a \$400 Enrichment Levy Election Communications and Social Media Campaign, resulting in the measure passing with a 55% approval rate and a 14% increase in Yes Votes from the previous levy election.
- Directed the district rebranding initiative, leveraging community input and conducting market research and analysis, leading to a 20% increase in web traffic and a 30% boost in engagement on social media channels.
- Launched the district's media kit, utilizing news releases, photography, and other multimedia to promote district initiatives, educational programs, and community involvement for local newspapers/TV/radio outlets, boosting media coverage by 50%.
- Revamped the community engagement strategy for internal and external surveys to help develop the 2022-25 district strategic plan, increasing submissions by 70% through strategic messaging.
- Introduced strategic thinking techniques to develop organizational communication protocols and flow, which boosted stakeholder engagement (both internal and external) by 25%.
- Prepared talking points and speech materials for the superintendent, cabinet members, and board directors for media interviews and director meetings, while also strategizing on handling potential crises.

Interim Communications Manager

Jun 2021 - Aug 2021

Clover Park School District | Lakewood, WA

Provided leadership and strategic vision for the district's communication and public relations, ensuring alignment with internal and external communication strategies with the director of marketing and community relations. Oversaw district website content, social media channels, and multimedia production.

- Managed district-wide social media content, engagement strategies, and branding initiatives, increasing student engagement by 10% through trend-based content development.
- Revamped branding for the district's weekly social media staff and student recognition campaign, boosting engagement by 10%.
- Directed the layout of infographics and digital content for graphic designers.
- Spearheaded award-winning district publications, including the print calendar newsletter for the 2021-22 school year, increasing brand awareness by 30%.

Public Information Officer

Nov 2020 - Jun 2021

Washington House Democratic Caucus | Olympia, WA

Oversaw comprehensive communication plans, news releases, content calendar, virtual town hall planning, interview talking points, and marketing strategies for 13 Washington state-elected officials and the Black Members Caucus, serving as a key liaison for timely and urgent media responses.

- Oversaw social media strategy for Washington State's 11th Legislative District transportation, King County Metro, and public safety initiatives, developing targeted multimedia content that boosted engagement and followers by 12%, strengthening community awareness and support for key infrastructure projects.
- Led the development of the 2021 legislative session newsletter campaign for various members, ensuring compliance with digital ADA standards, implementing research-driven targeted messaging, and increasing weekly email open rates by 20%.
- Directed strategic messaging efforts for key legislative priorities, including digital

access, housing, and education policies, resulting in a 20% increase in social media engagement and audience growth.

- Monitored local media coverage, prepared detailed impact reports, and provided analysis to guide communication strategies and enhance public perception.

Freelance Digital Content Creator

Aug 2020 - Dec 2020

Seattle Neighborhood Greenways | Seattle, WA

Directed multimedia storytelling campaigns promoting Stay Healthy and Café Streets during the COVID-19 pandemic, increasing public awareness and community engagement with safe, accessible pedestrian-friendly spaces.

- Produced high-quality videography and photography content which showcased the benefits of reimagined city streets, driving a measurable uptick in public support for sustainable transportation options.
- Managed the creative workflow and storyboarding process for video and photo projects, ensuring timely delivery of impactful, equity-focused digital content.
- Collaborated with staff, advocates, and city stakeholders to develop visual content strategies aligned with public health and mobility goals.

Leadership Development and Communications Coordinator

Mar 2020 - Nov 2020

Washington State School Directors' Association | Lacey, WA

Managed the organization's development services for Washington state's 295 K-12 public education boards to fulfill their professional development requirements and supported the communications and leadership development director on ongoing stakeholder engagement about training programs.

- Led the launch of the equity resources webpage and finalized the graphic designer's layout, resulting in a 25% increase in member engagement.
- Contributed to content marketing and board governance expertise for the organization's magazine publication and website, targeting 2,000 subscribers, including educators, school board members, and state legislators.
- Served as the online board self-assessment tool liaison for board directors across the state and conducted research to optimize the tool for member performance enhancement and improvement identification.
- Managed board inquiries regarding COVID-19 pandemic and education resources in a timely and urgent matter.
- Demonstrated event planning by overseeing the selection of keynote speakers and supporting web/digital marketing content for the organization's annual conference.

Freelance Writer

Jun 2020 - Aug 2020

Parks Tacoma | Tacoma, WA

Researched, interviewed, and developed feature stories showcasing staff, community programs, and public services, amplifying awareness of local parks and recreation initiatives.

- Created engaging digital and print content to promote city parks, events, and community activities, strengthening public connection with local services.
- Collaborated with marketing and communications teams to ensure storytelling aligned with organizational goals, resulting in increased audience reach and

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engagement.

- Delivered timely, compelling content supporting campaigns to highlight accessibility, environmental stewardship, and equitable community programming.

Communications Specialist

Apr 2019 - Mar 2020

Douglas Education Service District | Roseburg, OR

Provided leadership in internal and external communications for 13 school districts, overseeing digital marketing strategies, public relations, videography, research, website management, and social media engagement. Developed messaging and ensured consistent branding across communication channels.

- Provided guidance and talking points for superintendents to respond to timely and urgent media inquiries utilizing effective judgment. Managed crisis communications, ensuring accurate and responsive messaging during school incidents and district-wide emergencies.
- Partnered with local public education partners to promote and facilitate district-aligned student and community engagement throughout the Umpqua Valley.
- Oversaw the launch of the monthly internal staff email newsletter, crafting strategic messaging to average an open rate of 60% and internal engagement by 30%.
- Developed media outreach plans, crafted news releases, coordinated interviews, and secured media coverage for district-wide initiatives. Increased visibility of school district programs, leading to a 15% rise in positive media engagement.
- Oversaw the Sutherlin School District Superintendent column for the city's monthly newsletter, ensuring alignment with district priorities and community interests. Expanded outreach efforts, increasing community engagement by 10%.

Part-Time Communications Specialist

Oct 2018 - Mar 2019

Tukwila School District | Tukwila, WA

Managed district communication strategies and social media marketing with the director, enhancing stakeholder relations by 10%.

- Drafted and managed print, online, and social media communications to promote the school district's brand, image, and values.
- Optimized website traffic with SEO tactics and well-crafted, accessible content.
- Coordinated art and graphics creation for social media.
- Assisted in managing the creation of effective messaging using language, graphics, and marketing collateral.

Multimedia Journalist

Jul 2017 - Mar 2018

KAPP-KVEW Local News | Kennewick, WA

Delivered timely and accurate reporting on local public policy, education, and community events, ensuring clear communication to the public. Provided real-time updates on critical issues, demonstrating strong crisis communication and rapid response skills.

- Partnered with Ben Franklin Transit Leaders to spotlight expansion projects, boosting community understanding of regional mobility improvements.
- Boosted audience reach by 10% by creating compelling digital content and leading multimedia storytelling.
- Built professional relationships with public officials, education leaders, and community stakeholders to facilitate transparent communication and media

coverage.

- Applied SEO and digital communication best practices to enhance online visibility, increasing engagement by 15%.

Assistant Sports Director

Aug 2016 - Jun 2017

WTOK Newscenter 11 | Meridian, MS

Reported on high school, collegiate, and professional sports events, engaging with diverse communities and highlighting athletic and academic achievements through multimedia storytelling.

- Oversaw the development of the sports department's digital content strategies, increasing engagement by 25% through social media and website optimization.
- Built and maintained relationships with district and university leaders, coaches, and student-athletes to promote community engagement and drive compelling storytelling, increasing audience interest by 15%.
- Led content production on high-profile sports stories, demonstrating expertise in media planning and audience engagement strategies, resulting in a 15% increase in viewership.
- Coordinated media coverage of high school sporting events, overseeing production logistics and ensuring effective storytelling that resonated with local communities.

Volunteer

Communications Committee

Sep 2025 - Present

Public Relations Society of America (PRSA) Puget Sound Chapter

Oversees email newsletter outreach to over 300 members, strengthening engagement and promoting professional development opportunities.

Equity Task Force Committee

Nov 2019 - Jul 2023

National School Public Relations Association

Collaborated with colleagues nationwide to recommend policies and best practices that advance equity and inclusion in school public relations.

Vice President of Communications

Jun 2022 - Jun 2023

Washington School Public Relations Association

Elected to a leadership role overseeing statewide communications efforts, enhancing member engagement and advancing best practices in school public relations.

Board Member/DEI Sub-committee Chair

May 2019 - May 2020

Oregon School Public Relations Association

Partnered with University of Oregon public relations faculty to raise awareness about the underrepresentation of students of color in PR programs, advancing OSPRA's equity and inclusion goals.

Core Skills

Leadership and Team Management, Branding, Media Relations, Crisis Communications, Social Media Strategy, Search Engine Optimization (SEO), Digital and Print Marketing, Public Speaking, Canva, Hootsuite, AP Writing Style, Adobe Creative Suite, Social Listening, Video Content Production

Education

University of West Alabama
Master of Arts Integrated Marketing Communications

Mar 2021 - Dec 2021

Angelo State University Aug 2006 - May 2011
Bachelor of Arts Communications

SEATTLE DISABILITY COMMISSION

21 Members: Pursuant to SMC 3.14.920, all members subject to City Council confirmation, with 2-year terms except for the Get Engaged member who will serve a 1-year term pursuant to SMC 3.51.

- 8 City Council-appointed
- 9 Mayor-appointed
- 4 Other Appointing Authority-appointed:

Roster as of July 2026

Position Number	Position Title	Appointee Name	Term Begin Date	Term End Date	*Term Number	Appointed By
1	Member	Samiya Nasim	5/1/25	4/30/27	1	Mayor
2	Member	Marc G Côté	5/1/25	4/30/27	1	City Council
3	Member	Scot Nelson	5/1/25	4/30/27	1	Mayor
4	Member	Adekunbi Ajiboye	5/1/26	4/30/28	1	City Council
5	Member	VACANT	5/1/26	4/30/28	1	Mayor
6	Member	Daniel Ramier	5/1/26	4/30/28	1	City Council
7	Member	VACANT	5/1/26	4/30/28	1	Mayor
8	Member	Rashaad O'Neal	5/1/26	4/30/28	1	City Council
9	Member	Balvina E Cortez	5/1/26	4/30/28	1	City Council
10	Member	Julia Thompson	5/1/26	4/30/28	1	Mayor
11	Member	Naomi Snow	5/1/26	4/30/28	1	City Council
12	Member	Sawyer Stearns	5/1/26	4/30/28	1	Mayor
13	Member	Bianca Gallegos	11/1/24	10/31/26	1	City Council
14	Member	Zachary Dar	11/1/24	10/31/26	1	Mayor
15	Member	Jessica Jensen	11/1/24	10/31/26	1	City Council
16	Get Engaged	Charlie Nguyen	9/1/25	8/31/26	1	Mayor
17	Member	VACANT	5/1/25	4/30/27	1	Commission
18	Member	Linda W. Finkle	11/1/24	10/31/26	1	Mayor
19	Member	Shelby Dey	5/1/26	4/30/28	3	Commission
20	Member	VACANT	5/1/26	4/30/28	1	Commission
21	Member	VACANT	11/1/24	10/31/26	1	Commission

Self-identified diversity chart

Appointing Authority	Male	Female	Transgender	Non-Binary	N/A	Asian	Black/ African American	American Indian/ Alaska Native	White/ non-Hispanic	Hispanic/ Latinx	Pacific Islander	Middle Eastern	Multi-racial	N/A
Mayor	3	4				2			5					
Council	3	4							4	2				
Other		1							1					
Total	6	9				2			10	2				

City Council districts represented

Council District	District 1	District 2	District 3	District 4	District 5	District 6	District 7	N/A
Total	1	2	3	1	1	1	5	

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