Agenda Item No: 3A·4

PALM BEACH COUNTY BOARD OF COUNTY COMMISSIONERS

BOARD APPOINTMENT SUMMARY

Meeting Date:

September 12, 2017

Department:

Administration/Office of Small Business Assistance

Advisory Board:

Small Business Advisory Committee

EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to approve: appointment of the following individuals to the Small Business Assistance (SBA) Advisory Committee to complete the term of former members due to their removal for lack of attendance, for the seats and terms listed below:

| <u>NOMINEE</u> | <u>SEAT</u> | <u>DESIGNATION</u> | <u>TERM</u> | NOMINATED BY |
|--------------------------|-------------|------------------------------------|-------------------------|---|
| Appoint | | | | , |
| Courtney McKenzie Newell | 14 | Black Chamber of Commerce | 9/12/2017 to 09/11/2018 | Mayor Paulette Burdick |
| Gabriel Goldstein | 15 | Professional Services Organization | 9/12/2017 to 09/11/2020 | Vice Mayor Melissa McKinlay Mayor Paulette Burdick |

Summary: The SBA Advisory Committee is established pursuant to Section 2.80.32, of the Palm Beach County Code as amended on March 12, 2013. The committee consists of fifteen (15) members representing one (1) black business owner certified as a small business by the County; one (1) Hispanic business owner certified as a small business by the County; one (1) woman business owner certified as a small business by the County; one (1) white male business owner certified as a small business by the County; one (1) business owner domiciled in Palm Beach County; one (1) representative of a business incubator program; one (1) representative of the Hispanic business organization; one (1) representative of the National Association of Women in Construction; one (1) representative of a Women's Business Organization; one (1) certified minority contractor; one (1) representative of the Associated General Contractors of America; one (1) representative of the Small Business Development Center; one (1) representative of a financial institution that assists small businesses; one (1) representative of the Black Chamber of Commerce; and one (1) representative of a professional services organization. The SBA Advisory Committee supports the nominations to fill the vacancies created by the termination of the former members. A memo was sent to the Board of County Commissioners on August 1, 2017, requesting approval of the recommendations. No other nominations were received.

The SBA Advisory Committee consists of fifteen (15) members and the terms of the seats are for three (3) years. The SBA Advisory Committee reviews and evaluates the effectiveness of small business programs within County Government. The Committee currently consists of thirteen (13) members. The current diversity count is: Caucasian: 6 (46.1%), African American: 5 (38.4%), and Hispanic: 2 (15.3%). The gender ratio (female:male) is: 7:6. The nominee for appointment to seat 14 is an African American female and the nominee for appointment to seat 15 is a Caucasian male. Countywide (HH).

Background and Justification: Section 2.80.32, as amended, of the Palm Beach County Code, provided for appointments to be made from specific organizations and representative of the small business community.

Attachments:

- 1. Board/Committee Applications
- 2. Resumes of Nominees
- 3. Current List of Board Members

| Recommended By: | Alphisan | 8/16/17 |
|--------------------|--|---------|
| | Tonya Davis Johnson, Director | Date |
| Legal Sufficiency: | Deline C. Suizal | 8-16-17 |
| | Helene Hvizd, Senior Assistant County Attorney | Data |

II. REVIEW COMMENTS

| A. | Other Department Review: |
|----|--------------------------|
| | |
| | |
| | |
| | |
| | |
| | |
| | Department Director |

A.

BOARDS/COMMITTEES APPLICATIONS

ATTACHMENT 1

PALM BEACH COUNTY BOARD OF COUNTY COMMISSIONERS BOARDS/COMMITTEES APPLICATION

The information provided on this form will be used in considering your nomination. Please COMPLETE SECTION II IN FULL. Answer "none" or "not applicable" where appropriate. Please attach a biography or résumé to this form.

| Section I (Department): (| Please Print) | | |
|---|--|----------------------------------|---|
| Board Name: Small | Business Advisory Committee | | Advisory [X] Not Advisory [] |
| [X] At Large Ap | pointment | or [][| District Appointment /District #: |
| Term of Appointment: | _3 Years. | | |
| Seat Requirement: P | | | |
| | rofessional Services Organization | | Seat #: |
| []*Reappointmen | or or | [X] New App | ointment |
| or [] to complete | the term of | Due to: | [] resignation [] other |
| Completion of term to exp | ire on: | | i i omor |
| Section II (Applicant): (P | y and Board of County Commiss | sioners: | isclosed voting conflicts during the previous |
| Name: Goldstei | n G | abriel | A |
| Last Occupation/Affiliation: | | rst | Middle |
| ooupunon/mmanon. | Product Developer | | |
| | Owner [X] | Employee [] | Officer [] |
| Business Name: | Anidea Engineering, Inc. | | |
| Business Address: | 2755 Vista Parkway, Suite Il | | |
| City & State | West Palm Beach, FL | Zip | Code: <u>33411</u> |
| Residence Address: | 14511 Stirrup Lane | | |
| City & State | Wellington, FL | Zip | Code: 33414 |
| Home Phone: | | Business Phone: | |
| Cell Phone: | 954) 254-9898 | _ Fax: _ | |
| Email Address: g | abrielg@anidea-engineering.com | | |
| Mailing Address Preference: | [X] Business [] Residence | | |
| Have you ever been convicte If Yes, state the court, nature | d of a felony: Yes No of offense, disposition of case and | oX d date: | |
| Minority Identification Coc [] Native-American | | [] Female [] Asian-American | [] African-American [X] Caucasian |

Page 1 of 2

CONTRACTUAL RELATIONSHIPS: Pursuant to Article XIII, Sec. 2-443 of the Palm Beach County Code of Ethics, advisory board members are prohibited from entering into any contract or other transaction for goods or services with Palm Beach County. Exceptions to this prohibition include awards made under sealed competitive bids, certain emergency and sole source purchases, and transactions that do not exceed \$500 per year in aggregate. These exemptions are described in the Code. This prohibition does not apply when the advisory board member's board provides no regulation, oversight, management, or policy-setting recommendations regarding the subject contract or transaction and the contract or transaction is disclosed at a public meeting of the Board of County Commissioners. To determine compliance with this provision, it is necessary that you, as a board member applicant, identify all contractual relationships between Palm Beach County government and you as an individual, directly or indirectly, or your employer or business. This information should be provided in the space below. If there are no contracts or transactions to report, please verify that none exist. Staff will review this information and determine if you are eligible to serve or if you may be eligible for an exception or waiver pursuant to the code.

| Contract/I ransaction No. | <u>Department/Division</u> | Description of Services | <u>Term</u> |
|--|--|--|--|
| Example: (R#XX-XX/PO XX) | Parks & Recreation | General Maintenance | 10/01/00-09/30/2100 |
| | | | |
| | (Attach Additiona | OR Sheet(s), if necessary) | |
| NONE | X | NOT APPLICABLE/ (Governmental Entity) | |
| at: http://www.palmbeachcoun required before appointment, a By signing below I acknown | tyethics.com/training.htm. Et nd upon reappointment. | nd complete training on Article XIII, rticle XIII, and the training require thics training is on-going, and prestand, and agree to abide by Article training (in the manner checked be | ement can be found on the web ursuant to PPM CW-P-79 is |
| X_ By war | e received the required Ethics | training (in the manner checked be the Web. DVD or VHS on 7/26/2017 | elow): |
| Delate | | | |
| By signing below I acknow & State of Florida Code o | vledge that I have read, unders f Ethics: | stand and agree to abide by the Guid | le to the Sunshine Amendment |
| | Digitally signed by Gabriel Goldstein DN: cn=Gabriel Goldstein, o=Anidea | | |
| Applicant's Signature: | Engineering, Inc., ou, email=qabrielg@anidea-engineering.com, c=US Date: 2017.07.27 16:28:59 -04'00' | d Name: _Gabriel Goldstein_ Date: _ | _7/26/2017 |
| Any questions and/or concerns requestions and/or concerns requestite www.palmbeachcountyet | garding Article XIII the Palm B | each County Code of Ethics, please vat ethics@palmbeachcountyethics.co | visit the Commission on Ethics |
| | Return th Vicky Cronell, Adr Office of Small I 50 South Milita | is FORM to: ninistrative Secretary Business Assistance ry Trail, Suite 202 each, FL 33415 | |
| Appointment to be made | Section III (Commi at BGC Meeting on: | ssioner, if applicable): | |
| Commissioner's Signature: | Faulette Burg | Lec Date: | |
| Pursuant to Florida's Public Records Law, Page 2 of 2 | this document may be reviewed and pho | | Revised 02/01/2016 |
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CONTRACTUAL RELATIONSHIPS: Pursuant to Article XIII, Sec. 2-443 of the Palm Beach County Code of Ethics, advisory board members are prohibited from entering into any contract or other transaction for goods or services with Palm Beach County. Exceptions to this prohibition include awards made under sealed competitive bids, certain emergency and sole source purchases, and transactions that do not exceed \$500 per year in aggregate. These exemptions are described in the Code. This prohibition does not apply when the advisory board member's board provides no regulation, oversight, management, or policy-setting recommendations regarding the subject contract or transaction and the contract or transaction is disclosed at a public meeting of the Board of County Commissioners. To determine compliance with this provision, it is necessary that you, as a board member applicant, identify all contractual relationships between Palm Beach County government and you as an individual, directly or indirectly, or your employer or business. This information should be provided in the space below. If there are no contracts or transactions to report, please verify that none exist. Staff will review this information and determine if you are eligible to serve or if you may be eligible for an exception or waiver pursuant to the code.

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|---|---|--|--|
| Example: (R#XX-XX/PO XX) | Parks & Recreation | General Maintenance | 10/01/00-09/30/2100 |
| | (Attach Additiona | al Sheet(s), if necessary) OR | 1 |
| NONE | X | NOT APPLICABLE/ (Governmental Entity) | 5. |
| at: http://www.palmbeachcourrequired before appointment, a By signing below I ackno Code of Ethics, and I have | to the Sunshine Amenament, Anatyethics.com/training.htm. End upon reappointment. wledge that I have read, under received the required Ethics | and complete training on Article XIII, rticle XIII, and the training require thics training is on-going, and perstand, and agree to abide by Articles training (in the manner checked be | ement can be found on the web ursuant to PPM CW-P-79 is |
| X_ By wa By att | tching the training program on tending a live presentation given | he Web, DVD or VHS on 7/26/2017 on, 20 | |
| | AND | | |
| *Applicant's Signature: | Digitally signed by Gabriel Goldstein Dit: cn=Gabriel Goldstein, o=Anidea Engineering, Inc. ou, emall=qabrielganidea- engineering.com, c=US Date: 2017.2072.716-28-99.04001 | stand and agree to abide by the Guided Name: _Gabriel Goldstein_ Date: _ | _7/26/2017 |
| Any questions and/or concerns re website <u>www.palmbeachcountyet</u> | garding Article XIII, the Palm B <u>hics.com</u> or contact us via email | Beach County Code of Ethics, please value thics@palmbeachcountyethics.co | visit the Commission on Ethics om or (561) 355-1915. |
| | Vicky Cronell, Adı Office of Small I 50 South Milita | nis FORM to: ministrative Secretary Business Assistance ary Trail, Suite 202 Beach, FL 33415 | |
| Appointment to be made | Section III (Commit at BCC Meeting on: | issioner, if applicable): | |
| Commissioner's Signature: | Party on them 1 | Date: 5 7 | 7 |
| Pursuant to Florida's Public Records Law, Page 2 of 2 | this document may be reviewed and ph | otocopied by members of the public. | Revised 02/01/2016 HUG10 17 1:39Pf |
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PBC OSBA RECD

PALM BEACH COUNTY BOARD OF COUNTY COMMISSIONERS BOARDS/COMMITTEES APPLICATION

The information provided on this form will be used in considering your nomination. Please COMPLETE SECTION II IN FULL. Answer "none" or "not applicable" where appropriate. Please attach a biography or résumé to this form.

| Section I (Department): (Pl | lease Print) | | | | |
|---|---|----------------|-------------------------|-----------|--------------------------------------|
| Board Name: Small B | usiness Advisory Committee | *** | | | Advisory [X] Not Advisory [|
| [X] At Large Appo | ointment | or | []] | | Appointment /District #: |
| Term of Appointment: | 1 Years. | From: | | | To: 09/11/2018 |
| Seat Requirement: Bla | ack Chamber of Commerce | | | | |
| []*Reappointment | | | [X] New App | | Seat #:14 |
| or [X] to complete th | re on: 09/18/2018 | | Due to: | [] | resignation [X] other |
| *When a person is being conterm shall be considered by | nsidered for reappointment | , the num | ber of previous d | lisclosed | voting conflicts during the previous |
| Section II (Applicant): (Ple | Page Print) | | | | |
| Name: Newell | | Courtney | / | | McKenzie |
| Last Occupation/Affiliation: | Product Developer | First | | | Middle |
| | Owner [] | E | imployee [] | * ******* | Officer [X] |
| Business Name: | Crowned Marketing & Co | | | | omer [X] |
| Business Address: | 120 South Dixie Highway | | | | |
| City & State | West Dalm Deach El | | | Code: | 33401 |
| Residence Address: | 6678 Hannah Cove | | | | |
| City & State | West Palm Beach | W | Zip | Code: | 33401 |
| Home Phone: | | | Business Phone: | (561) 4 | 44-8330 |
| | 51) 801-5253 | | Fax: | | |
| Email Address: gab | orielg@anidea-engineering.co | om | | | |
| Mailing Address Preference: [| Business [X] Residence | • | | | |
| Have you ever been convicted If Yes, state the court, nature of | of a felony: Yes of offense, disposition of case | No X and date: | | | |
| Minority Identification Code [] Native-American | : [] Male [] Hispanic-American | | Female sian-American | [X] Af | rican-American [] Coversion |

Page 1 of 2

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|---|---|---|---|
| Example: (R#XX-XX/PO XX) | Parks & Recreation | General Maintenance | 10/01/00-09/30/2100 |
| | (Attach Additions | al Sheet(s), if necessary) OR | |
| NONE | | NOT APPLICABLE/ (Governmental Entity) | |
| web at: http://www.palmbeach required before appointment, a By signing below I acknowledges | countyethics.com/training.htm and upon reappointment. | and complete training on Article XIII, Article XIII, and the training requal. Ethics training is on-going, and punderstand, and agree to abide by A | irement can be found on the ursuant to PPM CW-P-79 is |
| X_ By wa | tching the training program on t | he Web. DVD or VHS on Univ 20 | cked below): |
| By atte | ending a live presentation given | on, 20 | 20_17 |
| | AND | | |
| By signing below I ack Amendment & State of F | nowledge that I have read, i lorida Code of Ethics: | understand and agree to abide by | the Guide to the Sunshine |
| Applicant's Signature CUC | Ambath Print | ed Name: Courtney McKenzie New | ellDate: _07/31/2017 |
| Any questions and/or concerns reposite www.palmbeachcountyet | garding Article XIII, the Palm B hics.com or contact us via email | each County Code of Ethics, please vis at ethics@palmbeachcountyethics.con | sit the Commission on Ethics 2 or (561) 355-1915. |
| | Return th Vicky Cronell, Adi Office of Small 1 50 South Milita | nis FORM to: ministrative Secretary Business Assistance .ry Trail, Suite 202 deach, FL 33415 | |
| Appointment to be made Commissioner's Signature: | at/BCC Meeting on: | ssioner, if applicable): | |
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| 02/01/2016 | , and document may be reviewed an | nd photocopied by members of the public. | Revised |
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| NONE | \searrow | NOT APPLICABLE/ (Governmental Entity) | |
| web at: http://www.palmbeach required before appointment, a By signing below I ackn | countyethics.com/training.htm nd upon reappointment. owledge that I have read, up | and complete training on Article XII. Article XIII, and the training req Ethics training is on-going, and derstand, and agree to abide by Ethics training (in the manner che | uirement can be found on the pursuant to PPM CW-P-79 is |
| _X_ By war | tching the training program on the | ne Web, DVD or VHS onJuly 30 | |
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| By signing below I ackr Amendment & State of Fl | nowledge that I have read, u lorida Code of Ethics: | inderstand and agree to abide by | the Guide to the Sunshine |
| Applicant's Signature CUY | Am Printe | ed Name: Courtney McKenzie Nev | wellDate: _07/31/2017 |
| and/or concerns regressite www.palmbeachcountyeth | garding Article XIII, the Palm Bonics.com or contact us via email | each County Code of Ethics, please vate ethics@palmbeachcountyethics.co | isit the Commission on Ethics <u>m</u> or (561) 355-1915. |
| | Return thi Vicky Cronell, Adn Office of Small E 50 South Militan | is FORM to: ninistrative Secretary Business Assistance ry Trail, Suite 202 each, FL 33415 | 3. |
| Appointment to be made | Section III (Commis at BCC Meeting on: | ssioner, if applicable): | |
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Page 2 of 2

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RESUMES OF NOMINEES

ATTACHMENT 2

Gabriel A. Goldstein Wellington, FL 33414 (954) 254-9898

gabriel.goldstein.anidea@gmail.com

https://www.linkedin.com/in/anideaengineering/

QUALIFICATIONS

- 19 Years Engineering Experience
- 15 Years CEO
- Computer Engineering Degree
- Numerous Products Designed and Manufactured

SKILL AREAS

- Product Development
- Project Management
- Electrical Engineering
- Mechanical Engineering
- Embedded Software
- Manufacturing

EDUCATION

University of Central Florida, Orlando, FL

BS - Computer Engineering, 2000

WORK EXPERIENCE

9/2001 - Present

Anidea Engineering, Inc.

- Chief engineer and President of a product development company with a focus on mechanical and electrical based devices. Managed and grew a successful company with employees and sub-contractors to develop consumer and industrial based product designs of widely various complexities. Also created an in house assembly facility and worked with outside manufacturing contracting services to support our designs.
- Success Story Cytowave Equine therapy product designed and manufactured by Anidea.
- Success Story Geek My Tree High end Christmas tree lighting systems controller and manufacturing. Funded on Shark Tank by Kevin O'Leary.
- Success Story Revolution Display Various electrical hardware design of equipment used in show production.
- 32 bit PDA/ARM platforms Developed 5 ARM 7/9 Linux based devices with processors from Atmel and Sharp. These designs required a high order of complexity with SDRAM, NOR, and NAND subsystems. Also, most included graphical LCD screens and secondary power supplies. Various systems also implemented GPS, RF Modems, and Ethernet. Supported mechanical engineers to build enclosures and cases.
- RF Developed 4 systems (composed of many assemblies for each) based on Micrel's MICRF505 900MHz FHSS controller and TI's MSP430 microcontroller. Systems entailed remote transmission of various events and eventual transmission to a base station. 10mW, 250mW and 1000mW designs implemented. Facilitated FCC testing, documentation and approval for all devices. Also implemented FEC with hamming codes and interleaving.

4/2001 - 12/2002

Advanced Architectural Lighting / Hubbell Entertainment Lighting

- Developed hardware and software for an automated moving light.
- Designed and developed DSP/Microcontroller and FPGA based hardware platform to control all aspects of a moving light including receiving high speed serial communications, stepper motor control, scanning led displays, PWM fan control and temperature sensing.
- Architected and programmed real time executive to control all aspects of the moving light including motion algorithms for smooth stepper motor control, safe striking of an arc lamp, processing serial data to control the motion of the light and temperature control algorithms to control fan speed based on temperature.
- Worked with design team of mechanical, optical, and PCB layout engineers to implement specifications and produce a mass salable product.

Gabriel Goldstein Executive Resume Page 1

RTP Corporation

- Developed RISC based hardware platform with PCI 100BT Ethernet Controllers and a proprietary bus controller. Utilized SDRAMs and Flash memories.
- Developed analog and digital adapter cards for real world interfacing.
- Proficient with JTAG based scan chains for debugging and programming.

1/1997 - 9/2000

Control Micro Systems

- Research and Development for next generation hardware and software.
- Provided "Skunk Works" services for product testing lab and manufacturing.
- Projects involved: costing, 50k FPGA Synthesis, high-density, 4-layer SMT circuit board design, LVDS transceivers, precision analog A/D D/A and ISA / PC104 interfacing.
- Developed a DSP based laser / galvanometer control system for vectored laser marking. Using a dedicated DSP based processor board hosted by Windows NT, developed the software necessary to control the laser and galvanometer for vectored marking of text and graphics.
- Designed, implement and built an integrated patch panel for the applications lab that eased the use of the various combinations of equipment available in the lab.
- Designed and manufactured several "driver / converter" type sub-circuits involving PCB design and packaging.
- Proficient with RSLogix500, RSView32 and RSEmulate. Programmed SLC 500 series PLCs for automation of factory equipment.

GENERAL EXPERIENCE

Managing teams

Project management

Compliance

Multi-discipline product design and development

Electronic hardware design, all phases Mechanical design of plastic and metal

Expertly experienced in C and C++, Proficient with Visual C++ and other languages

AHDL and VHDL hardware languages

Intimate knowledge of computers on both the hardware and software levels

Highly proficient with Windows and Linux platforms

COMPUTER APPLICATIONS

Hardware development

Altium/Protel Schematic and Layout Altera Max+plus II & Quartus Synthesis MicroSim Schematic and Board Layout

Orcad Schematic, CIS, PSpice ViewDraw Schematic Software development

Linux OS, kernel, and build system

Microsoft Visual C++ Microsoft Developer Studio Rowley MSP430 and ARM

Eclipse Studio Code Composer

Mechanical Solidworks Autocad

VOLUNTEERING

Mentor at FAU's Tech Runway and Mentor at Venture Mentoring Team (VMT)

Vice Chair of Palm Beach Tech Association

Missionary trip to Haiti & Host First Robotics (FLL) team

REFERENCES

Available upon request.

Gabriel Goldstein Executive Resume Page 2

COURTNEY MCKENZIE NEWELL

120 S. Dixie Hwy Suite 205 West Palm Beach, FL 33401 courtney@crownedmc.com • (561) 444.8330

PROFESSIONAL QUALIFICATIONS

- Over 6 years experience working with Fortune 500 companies as a Marketing Consultant delivering millions of impressions, hundreds of thousands of new fans, followers and customers.
- Creator of viral campaigns featured on Today Show, Good Morning America, BET and over 100 media outlets.
- Known for creation of buzz worthy campaigns that result in being the most talked about brands on social media.
- Solid reputation of managing media relations, article pitching and placement.
- Experienced in geo-targeted fan engagement, outreach, and brand reputation management.
- Built my own influential following on social media of 50,000 fans/followers across Facebook, Twitter, Linkedin, Instagram and Snapchat.

Areas of Expertise: Multicultural & Millennial Marketing, Social Media, Digital Communications, Public Relations, Media Relations, Community Relations, Advertising, Search Engine Marketing, PPC Advertising, Media Buying and Planning, Blogging, Podcast Creation, Website Development, Graphic Design & Branding

CAREER HIGHLIGHTS

Thailand Tourism Authority, Anantara Resort, Lebua Resort, Andara Resort

- Sponsored Wedding

Role: PR & Social Media Campaign Manager

Deliverables: 41 Million earned-media impressions (TV, digital and print) 40,000+ Facebook post likes and shares, 11,000 new followers

Media Placement: Featured on Today Show, Good Morning America, BuzzFeed and over 130 media outlets in over 100 countries.

Verizon #PotentialOfUs Black History Month Campaign

Role: Digital Marketing, Event Activation

Deliverables: Over 12M earned-media impressions, 22 influencers, and sold out live event in Atlanta, GA.

PowerWright Technologies Rebrand

Role: Creative Director and Marketing Manager

<u>Deliverables:</u> New website and blog, complete logo redesign, marketing materials design and printwork.

Mark Kent, CEO of Humana Florida - Book Launch

Role: Creative Director

Deliverables: Bestselling book with over 500,000 books sold, 1.7 Million Social Media Impressions, Top-ranked Business Podcast for 8 straight weeks with over 56,000 downloads in 100 countries Media Placement: Featured on Huffington Post, Essence Magazine, Miami Herald, Lifetime TV

Grey Goose presents Fusion MIA

Role: Social Media Consultant

<u>Deliverables:</u> 8 Million Impressions, 20,000+ New Social Media Fans, #1 Trending Topic on Twitter, Media Placement: Coverage by 30+ media outlets including: Huffington Post, New York Post, Miami Herald and InStyle

Miami Fashion Week

Role: Social Media Consultant

Deliverables: 1.2 Million Facebook and Twitter Impressions, Sold Out Event with over 600 people in attendance, 10,000+ New Social Media Fans

ORS -Organic Root Stimulator presents #OnceLostNowFound

Role: Social Media Consultant

Deliverables: 12 Million Impressions, 141,000+ Vimeo & YouTube Views, 8,000+ New Social Media Fans

Entrepreneur 2.0 Podcast

Role: Host

Deliverables: Top ranked business podcast in iTunes within 7 days, over 52,000 monthly downloads in over 135 countries

PROFESSIONAL EXPERIENCE

CROWNED PUBLIC RELATIONS, INC

President

February 2011 - Present

Interactive Media

Spearhead brand management development and outreach through consulting, developing, and implementing social media marketing campaigns for small to mid-sized companies. Establish strong image for clients through -"Know, Like, Trust" strategy. My portfolio performance for clients, includes over 100,000 total social media "fans" growth, increased event turnout, and increased client revenue.

- Developed viral and continuity campaigns featured on multiple #1 Morning and Daytime TV shows resulting in over 40 Million Impressions worldwide
- Developed and implemented social media campaigns and promotions resulting in over 200 Million Impressions, 1.2M New Fans/Followers, 800% average boost in engagement
- Implement brand management such as trend analysis, press releases, web site management/design, logo development, social networking, and effective online ads.
- Manage social media outreach initiatives for development of business-to-customer, business-to-business and associate-to-family through marketing initiatives.
- Awareness- Increased participation in national and local events through social media management utilizing- Facebook, Twitter, YouTube, Instagram, Vine and other social networks
- · Developed and directed various packages for social media sales prospecting and business development, improving productivity by 20%
- Implemented email marketing campaign through vendor- Constant Contact- to produce and follow up weekly with business-to-customer leads

Media Buying & Planning

Created Ad campaigns and budgets delivering maximum results while staying within budget

- Developed geo-targeted multimedia campaigns including email marketing, Facebook ads, Blog ad placement
- Negotiated rates of ads with targeted advertisers to remain within budget and project time frame
- Manage ad budget and conducted a/b split tests to ensure ad performance

Media Pitching/Public Relations

Develop and distribute client communications for outreach and image management initiatives:

- Pitch articles to popular market related blogs for features and distribute news releases to media outlets
- Negotiate radio advertising and secure press interviews for client portfolio
- Implement timely crisis management solutions; align client brand strategy with marketing campaign goals

Analytics/Search Engine Optimization/ROI

Direct the development of Google Ad, YouTube, Facebook, LinkedIn Ads through the following strategies:

- · Implement forum posting, blog commenting, and social network groups with consistent top rankings in Google, and Yahoo
- Create niche Google Ad pay-per-click campaign
- Develop, design and test Google and Facebook ads resulting in 35% increase of search results
- Implement blog reposting which boosted search engine results
- Weekly story pitching to top-ranked blogs, media outlets and publications

EDUCATION

FLORIDA INTERNATIONAL UNIVERSITY

Bachelor of Arts, Political Science & International Relations

Miami, FL 2009

COMMUNITY INVOLVEMENT

Boys & Girls Club Mentor (9 years); National Public Relations Society; National Association of Women in Public Relations; Miss America Organization Ambassador; Advertisers National Association, Member

CURRENT LIST OF BOARD MEMBERS SMALL BUSINESS ADVISORY COMMITTEE

| 15 VACANT Black Chamber of Commerce Professional Services Organization | Seat 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 | Incumbent John Elliott (BM) Aida Veronica Vidal (HF) E. Ann McNeill (BF) Robert Geoff Waite (WM) Amy Angelo (WF) Penny Pompei (WF) Sifredo "Freddy" Ascencio, Jr. (HM) Rachelle Wood (WF) Denise Albritton (BF) Javin Walker (BM) Scott Johnson (WM) Carole Hart (WF) Seabron Smith (BM) VACANT VACANT | Seat Requirement Certified Black Business Owner Certified Hispanic Business Owner Certified Woman Business Owner Certified White Male Business Owner Business Owner Domiciled in PBC Business Incubator Program Hispanic Business Organization Nat'l Assoc. of Women in Construction Women's Business Organization Certified Minority Contractor Associated General Contractors Small Business Development Center Financial Institution that assists small businesses Black Chamber of Commerce Professional Services Organization |
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