City of Seattle
Notice of Appointment

Name: Eric Thomas		☐ **Executive Appointment** ☐ **Reappointment** ☒ **Legislative Appointment** ☐ **Agency Appointment** ☐ **PDA Council** ☐ **PDA Constituency**
Residential Neighborhood: Ballard, Seattle	**Zip Code:** 98107	**Contact Phone No.:**
Appointed to: Position #4 (Residential Customer) on the City Light Review Panel		**Date of Appointment:** 12/03/2012
Authority (Ord., Res.): Ordinance Number 123256		**Term of Office:** **From:** 12/13/2012 **To:** 04/11/2015
Background: See attached resume.		
Authorizing Signature:		**Name and Title of Officer Making Appointments:** Mike O'Brien, Seattle City Councilmember, Chair of the Energy & Environment Committee

Revised 5/11

COUNCIL CLERK

Eric Thomas

Communications and Messaging Consultant at Sustainable Ballard

eric@ericethomas.com

Summary

Eric Thomas brings over ten years of experience as a professional writer. His areas of expertise include creative conceptualization and project management, print and broadcast ad copywriting, online content, direct mail, corporate communications and branding, nonprofit fundraising and grassroots marketing, copy editing, and proofreading.

Specialties

Copywriting, Copy Editing, Project Management, Creative Conceptualization, Proofreading, Loyalty Marketing, Catalogs, Online Retail, Children's Publishing, White Papers, In-Store Marketing, Collateral, Corporate Communications, Press Releases, Taglines, Branding, Social Media, Content Management, User Experience

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Experience

Communications and Messaging Consultant at Sustainable Ballard/Seattle Public Utilities
July 2012 - Present (3 months)

Develop, implement, and test community-based, grassroots outreach strategies and messages for Seattle Public Utilities' RainWise program in the Ballard neighborhood.

Senior Copywriter at Insight Out of Chaos
March 2009 - Present (3 years 7 months)

Write direct mail copy and online content for a New York-based loyalty marketing firm specializing in data-driven customer relationship management. Clients include Walgreens, True Value Hardware, and Balducci's.

Freelance Copy Editor/Proofreader at Bloomsbury USA
January 2007 - Present (5 years 9 months)

Copy edited and proofread a variety of nonfiction, memoir, food, and travelogue books for the New York-based general interest press. Titles include Last Days of Old Beijing, A Brief History of Anxiety, Au Revoir to All That, Golfing on the Roof of the World, Eating India, My Last Supper, Why GM Matters, Homegrown Tomatoes, and Half Moon.

Freelance Copywriter at Scholastic
2002 - Present (10 years)

Write online and print content for the popular K-1 segment of Scholastic's $330 million Book Clubs division, in which more than 80% of all elementary school teachers in the United States and millions of parents and students participate.

1 recommendation available upon request

Copywriter at Solid Ground Initiative
March 2011 - June 2011 (4 months)

Contributed web content, blog posts, and tweets for Solid Ground Initiative, a volunteer-led response to the March 2011 earthquake and tsunami that devastated northern Japan. We helped Japanese artists market limited-edition designs to raise money for direct relief efforts in Japan.

Freelance Copywriter at Mosaic Solutions
2002 - 2009 (7 years)

Wrote advertising, web, and collateral copy for a Seattle-based design and communications company. Local clients included Base-Line (manufacturer of printing products and consumables), the Flight Academy (flight school), 3 Pubs (Seattle brew-pub chain), Rite n Tite (plumbing company), Personal Leadership (personal and professional development seminars), Logan's Hammer (custom building and remodeling), and Mighty House Construction (custom building and remodeling).

Freelance Copywriter at eChalk
January 2008 - December 2008 (1 year)

Wrote e-newsletter content, advertising copy, and white papers for the leading online education network designed specifically for K-12 learning communities.

Freelance Copy Editor at Firelight Press Inc.
May 2006 - May 2008 (2 years 1 month)

Copy edited the What's the Word Thunderbird children's history/fantasy series and the best-selling juvenile/young adult fantasy series Erec Rex, winner of the ForeWord Magazine Book of the Year Award and now published in paperback by Simon & Schuster.

Freelance Copy Editor at Avalon Publishing Group
February 2005 - August 2005 (7 months)

Copy edited and proofread a variety of nonfiction books and anthologies for an independent publisher. Titles included Grievous Angel, A Mile Down, The Mobius Strip, and Innocent When You Dream: The Tom Waits Reader.

Volunteer Educator at Asociacion Tepeyac of New York
January 2005 - May 2005 (5 months)

Taught ESL classes to recent Mexican and Central American immigrants at Asociacion Tepeyac, a nonprofit advocacy and aid organization in Manhattan.

Freelance Copy Editor at Oxford University Press
December 2004 - February 2005 (3 months)

Was part of the copy editing team for the popular US history textbook series "A History of US", which was the recipient of the James A. Michner Prize in Writing, the Parents' Choice Award, and others.

First Mate, Deckhand at Maine Windjammer Cruises

August 2004 - October 2004 (3 months)

In partial completion of US Coast Guard captain's license requirements, sailed aboard the first and oldest fleet of authentic turn-of-the-century coastal cargo schooners offering sailing vacations in America.

Volunteer at Salish Sea Expeditions
July 2002 - June 2004 (2 years)

Helped lead middle school and high school students on three- to five-day hands-on, inquiry-based marine science and sail navigation learning expeditions in the Puget Sound. Also designed the organization's newsletter and wrote an article that was reprinted in the book Short Term Job Adventures.

Creative Manager, Hardcover at Scholastic
2001 - 2002 (1 year)

- Responsible for projects promoting Scholastic's hardcover line, including the internationally best-selling Harry Potter series, which has more than 450 million copies in print and have set the record for being the fastest-selling books in history.
- Generated original ideas for in-store and selling materials, creative campaigns, and promotional packages.
- Wrote and oversaw the production of ads that appeared in many national publications.
- Copyedited and oversaw all phases of the production of seasonal catalog.
- Managed department's Art/Traffic Coordinator.

Projects included:
Scholastic Seasonal Hardcover Catalog
NPR Corporate Underwriter Radio Spots
Harry Potter Sweepstakes
Ads on the Times Square NASDAQ MarketSite Tower Screen
Ads in national periodicals such as USA Today,
The New Yorker, Seventeen Magazine, and The New York Times
In-Store Displays and Signage
Magic School Bus Book Party Activity Kits for Libraries
Back of Book Ads

Copywriter at Scholastic
2000 - 2001 (1 year)

- Wrote and oversaw the production of monthly trade sales magazine.
- Wrote descriptions on Amazon.com for all of Scholastic's newly released books.

Copywriter at Mondera.com
2000 - 2000 (less than a year)

- Wrote descriptive copy for e-commerce Web site.
- Created email templates for customer service department.

Director of Youth Camp at ELS Language Centers
1999 - 1999 (less than a year)

Directed a team of teachers, camp counselors, and support staff in planning and implementing an English language youth camp for sixty-five foreign students.

ESL Instructor at ELS Language Centers
September 1998 - February 1999 (6 months)

- Taught writing, reading, and grammar to adults in a classroom setting.
- Created original lesson plans and tests.

Editorial Assistant/Intern at Open Road Publishing
January 1998 - August 1998 (8 months)

- Conducted research for and wrote short sections of the book The World's Most Intimate Cruises.
- Helped manage and update database of travel providers.

Senatorial Intern in Field Office at U.S. Senator Bob Graham
September 1997 - December 1997 (4 months)

- Fielded constituents' calls and letters.
- Utilized computerized opinion polling techniques.
- Conducted legislative research using Westlaw and Congressional Quarterly databases.

Publications

Navigating the Bronx
The Advocate November 15, 2007
Authors: Eric Thomas

"There's No Such Thing as a Perpetual Motion Engine" and Other Lessons from the Anti-Green Trolls
The Righters February 28, 2012
Authors: Eric Thomas

Honors and Awards

Hub Prize - Silver - Walgreens Rewards
The Hub Magazine
October 2011

The Hub Prize celebrates the many ways in which retailers, brand marketers, agencies, design firms, technology companies, research firms, consultants and others make the retail experience excellent for customers, both online and in-store. By recognizing outstanding performance across every kind of retail, The Hub Prize competition promotes innovation and excellence in the shopping experience.

2nd Place Prize for Literature
National Society of Arts and Letters, Tampa Bay Chapter
April 1998

The National Society of Arts and Letters, known as the NSAL, is a non-profit group founded in 1944 that assists promising young artists through arts competitions, scholarships and other career opportunities. Local chapter competitions are designed as a gateway for young artists who hope to be heard and seen by professional critics, managers, producers, teachers, the media, and patrons of the arts.

Courses

Independent Coursework

Content Strategy for the Web	1-Day Class
Form Is Your Friend: Crafting Creative Nonfiction	6-Week Workshop
Writing and Selling Magazine Articles	2-Week Class
Content Is King	Webinar
Internet Marketing Essentials: 30 Things You Must Do Right Now	Webinar
Planning Email Marketing	Constant Contact Webinar
4 Quick Ways to Make the Most Out of Email & Social Media	Vertical Response Webinar
How Integrated Marketing Management (IMM) Drives Loyalty	Loyalty 360 Webinar

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Volunteer Experience

Committee Member at Northwest Eco Building Guild
January 2012 - Present (9 months)

Helped organize the second annual Seattle Green Home Tour, the largest regional, exclusively green tour in Washington.

Organizer, Green Building Speaker Series at Sustainable Ballard
October 2011 - Present (1 year)

Started a quarterly speaker series of experts in the green building and renovation field, addressing a wide range of energy-efficiency and sustainable building topics. Talks are held in area homes that have undergone a green renovation.

Application Screener at Seattle Social Innovation Fast Pitch

June 2012 - Present (4 months)

SIFP is a fast-pitch investment forum highlighting new ideas for social impact, presented by Social Venture Partners Seattle. Nonprofits and for-profits compete for $150,000 in funding and the opportunity to present cutting-edge ideas to as many as 1,000 of the most engaged philanthropists and investors around Seattle.

Survey Committee Member at Sustainable Ballard
April 2012 - Present (6 months)

Developing and promoting a dynamic online survey to measure engagement and attitudes of members of the organization and the community at large.

Languages

Spanish

Skills & Expertise

Copywriting
Copy Editing
Proofreading
Press Releases
Corporate Communications
Social Media Marketing
Content Strategy

Education

City University of New York Graduate Center
MA, Political Science, 2006 - 2008
Activities and Societies: Political Theory Major
"Writing Politics" Specialization
Writer, Student Newspaper

Eckerd College
Bachelor of Arts, Political Science, Creative Writing, 1994 - 1998
Activities and Societies: Intramural Athletics
Management Development Institute, Work Scholar
Political Science Department, Work Scholar, Web Developer
Dean's List, 1997, 1998
DJ at Student Radio Station
Four-Year Recipient of Merit Scholarship
Community Service, Big Brothers/Big Sisters of Pinellas County
3.8 GPA within Major

Hugo House

Honors and Awards

US Coast Guard Captain's License for Vessels Up to 100 Tons

Interests

creative nonfiction writing, sailing (completed 2 trans-Atlantic sails), travel, local food, environmentalism, ecological economics, political theory, snowboarding, hiking, bike touring, music

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Eric Thomas

Communications and Messaging Consultant at Sustainable Ballard

eric@ericethomas.com

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1 person has recommended Eric

"Eric's writing is consistently excellent. He's able to provide copy in a wide variety of voices to appeal to children, teachers, parents, and high-level educators. As a freelancer for Creative Services, he has pleased every "client" within Scholastic's complex organization. And he's a delight to work with--very intelligent, very accommodating, amazingly fast, always on time, and ever-flexible. I would have checked every category in the above list if I'd been allowed to--I recommend him without reservation!"

— **linda dickey**, was Eric's client

Contact Eric on LinkedIn

Seattle City Light Review Panel
November 2012

Nine members: Per Ordinance Number 123256, all subject to City Council confirmation, *3*-year terms

- 5 Appointed by City Council
- 4 Appointed by Mayor

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
	m	1	Tom Lienesch	05/10/2010	04/11/2014	2nd	#1 - Economist	Mayor
	f	2	Julia M. Ryan	04/12/2010	04/11/2014	2nd	#2 - Financial Analyst	Council
	m	3	Stan Price	04/12/2010	04/11/2014	2nd	#3 - Non-Profit Energy Efficiency Advocate	Mayor
	m	4	Eric Thomas	12/03/2012	04/11/2015	1st	#4 - Residential Customer	Council
	m	5	David Allen	04/12/2010	04/11/2015	2nd	#5 - Commercial Customer	Mayor
	m	6	Chris Roe	08/01/2012	04/11/2015	1st	#6 - Industrial Customer	Council
	f	7	Sue Selman	04/12/2010	04/11/2013	1st	#7 - Low Income Customer Representative	Mayor
	m	8	Eugene Wasserman	04/12/2010	04/11/2013	1st	#8 - At Large Customer	Council
	f	9	Debbie Tarry	04/12/2010	04/11/2013	1st	#9 - Suburban Franchise	Mayor

*Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other**	(6) White
Mayor	3	2	0	0	0	0	0	0	0	5
Council	3	1	0	0	0	0	0	0	0	4
Total	*6*	*3*	*0*	*0*	*0*	*0*	*0*	*0*	*0*	*9*

***Other includes diversity in any of the following: race, gender and/or ability*