

FILED
CITY OF SEATTLE
City of Seattle
Notice of Appointment AM 11: 12

Name: <i>Sarah Johnson-Rich</i>		<input checked="" type="checkbox"/> Executive Appointment <input type="checkbox"/> Reappointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: <i>Northwest</i>	Zip Code: <i>98177</i>	Contact Phone No.: <i>N/A</i>
Appointed to: <i>Commissioner, Seattle Center Advisory Commission</i>		Date of Appointment: <i>September 6, 2013</i>
Authority (Ord., Res.): <i>Ordinances 91885 and 108936</i>		Term of Office: From: <i>Confirmation</i> To: <i>September 28, 2014</i>
<p>Background:</p> <p><i>Sarah is the marketing and retention manager at The Seattle Times driving the subscription retention and direct marketing strategies. Sarah previously worked as the marketing and promotions specialist, where she led Seattle Restaurant Week and developed other promotions, including events with partners such as the Pacific Northwest Ballet, Seattle Theater Group, Key Bank and Bartell Drugs.</i></p> <p><i>Sarah served on the Seattle Center Advisory Commission through the Get Engaged program during 2012-2103. She was part of the Imagine Curriculum Team that won the AKCHO Heritage Education Award in 2012 for curriculum it developed about Seattle Center and the 1962 World's Fair. In 2010, she received a Newspaper Association of America award for curriculum development.</i></p> <p><i>Sarah is a graduate of Oberlin College with a concentration in geology. She also holds a Masters in Teaching from Pace University and completed the Teach For America program, teaching high school earth science in the Bronx.</i></p> <p><i>Sarah brings a much needed marketing perspective to the Commission, and as a Seattle Times employee a well-connected voice to what's happening and what's important in our community.</i></p>		
Authorizing Signature: 		Name and Title of Officer Making Appointments: <i>Mayor Mike McGinn</i>

Sarah C. Rich

SUMMARY

Dynamic marketing/project manager with proven success leading promotions, building community partnerships, driving campaign strategy and managing projects from concept to completion.

EXPERIENCE

The Seattle Times, Seattle, WA

2008-present

Marketing and Promotions Specialist (2011-present)

- Develop and implement promotions that get results for advertising clients and drive incremental revenue and audience engagement for The Seattle Times.
- Manage the Seattle Restaurant Week promotion from end-to-end, partnering with more than 165 restaurants and generating more than \$750,000 in revenue and over 20,000 customers. Led the Fall 2012 and Spring 2013 promotions to a 54% year over year growth in seated diners.
- Manage dozens of promotions for clients including Seattle Theatre Group, 5th Avenue Theatre, Live Nation, Seattle Foundation, Key Bank, Pacific Northwest Ballet, Washington's Lottery, Pacific Science Center and One Reel, creating and building lasting partnerships.
- Work closely with advertising sales directors to maximize promotional advertising revenue and support the sales staff from idea generation to implementation and measurement, driving over a half million dollars directly tied to promotions and over \$3.5 MM in sales for these clients in 2012.

Newspapers In Education (NIE) Program and Outreach Specialist (2008-2011)

- Developed and executed a strategic marketing and recruitment plan that grew NIE circulation by more than 150% and strengthened educator involvement in the program.
- Created outreach and recruitment key performance indicators and tracked and analyzed progress to measure the success of individual campaigns.
- Established and nurtured educational partnerships with community organizations, including NOAA, Pacific Northwest Ballet, Seattle Art Museum, Facing the Future, History Link, Bartell Drugs and The Puyallup Fair.
- Designed, evaluated, and implemented NIE curriculum and programs supporting more than 800 educators and 35,000 students throughout Washington state, developing more than 15 programs that were printed in The Seattle Times and supervising seven weekly lesson plans connecting to articles in the newspaper.
- Managed a team of NIE contractors who wrote lesson plans and curriculum, determining strategy and guiding content creation.
- Represented The Seattle Times at public speaking engagements, including teacher conferences, school district events, educator workshops and area classrooms.
- Created and maintained social media and email marketing platforms for the program

Frederick Douglass Academy III, Bronx, NY

2006-2008

Teach For America Corps Member, Earth Science Teacher

- Participated in a national movement to end educational inequity.
- Created and implemented Earth Science Curriculum for the entire school, delivering instruction to more than 250 9th and 10th grade students and significantly increasing their Earth Science Regents scores from less than 10% to 60% of students passing.
- Founded and directed a Science Olympiad club of 15 students that went on to compete against more than 40 New York schools.
- Tracked and analyzed data for all students to improve instructional techniques.

EDUCATION

M.S. Teaching, Pace University, New York, NY (4.0 G.P.A.)

B.A. Geology, Oberlin College, Oberlin, OH (3.62 G.P.A.)

AWARDS AND COMMUNITY LEADERSHIP

- Seattle Center Advisory Commissioner, Get Engaged Commissioner (2012-present)
- Sales and Marketing Award Winner for Revenue, The Seattle Times (2012, 3rd quarter)
- AKCHO Heritage Education Award for the Imagine Curriculum (2012)
- Community of Thinkers (2009-2011), Seattle Art Museum
- United Way Company Giving Campaign Coordinator (2011)
- Newspaper Association of America Young Reader Award, Newspaper NIE, circulation 150,001 and above (2010)

Seattle Center Advisory Commission

15 members: Per Ordinance 91885 and 108936, appointed by Mayor, all subject to City Council confirmation, 3-year terms

1 member: *Get Engaged: City Boards and Commissions program*, appointed by Mayor, Confirmed by City Council; 1-year term

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
		1	Vacant		9-28-16		Chair	Mayor
2	F	2	Donna Moodie	1-23-08	9-28-16	3	Member	Mayor
		3	Vacant		9-28-16	2	Member	Mayor
6	M	4	Mark Dederer	9-1-10	9-28-16	2	Member	Mayor
6	F	5	Regina Hall	1-23-08	9-28-16	4	Member	Mayor
2	M	6	Andrew Lofton	9-11-08	9-28-14	3	Member	Mayor
6	F	7	Sarah Johnson-Rich	9-6-13	9-28-14	1	Member	Mayor
1	F	8	Hollis Wong-Wear	9-28-11	9-28-14	1	Member	Mayor
6	F	9	Jan Levy	9-11-08	9-28-14	3	Vice Chair	Mayor
6	F	10	Holly Golden	7-15-13	9-28-14	1	Member	Mayor
6	F	11	Kathleen Joncas	1-01-06	9-28-15	3	Member	Mayor
6	M	12	Todd Leber	10-25-12	9-28-15	1	Member	Mayor
4	M	13	Erik Van Rossum	2-2-13	9-28-15	1	Member	Mayor
6	M	14	Will Ludlam	2-2-13	9-28-15	1	Member	Mayor
3	F	15	Gloria Connors	2-2-13	9-28-15	1	Member	Mayor
2	F	GE	A. Grace Dwomoh	7-15-13	9-1-14	GE	Member	Mayor

*Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other**	(6) Caucasian
Mayor	5	9	2	6	1	3	1	1	0	8
Council										
Other Bodies										
Total	5	9	2	6	1	3	1	1		8

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