City of Seattle
Notice of Appointment

Name: *Nourisha K. Wells*		☐ **Executive Appointment** ☐ **Reappointment** ☒ **Legislative Appointment** ☐ **Agency Appointment** ☐ **PDA Council** ☐ **PDA Constituency**
Residential Neighborhood: *Lake City*	**Zip Code:** *98125*	**Contact Phone No.:** *(206) 552-9704*
Appointed to: *Board Member, Citizens Telecommunications and Technology Advisory Board (CTTAB)*		**Date of Appointment:** *February 25th, 2013*
Authority (Ord., Res.): *Seattle Municipal Code (SMC) 21.60.060.*		**Term of Office:** **From:** *Confirmation* **To:** *January 1st, 2015*

Background:

Nourisha is the Digital Manager for the Get Schooled Foundation, a national non-profit that promotes attendance, high school graduation and college preparedness. She has a variety of experience in social media, web interactive content development, television production, content management systems and public relations. Nourisha came to Seattle from Kansas City, MO. She was previously the Web Editor at Icom America in Bellevue and at the Kansas City University of Medicine and Biosciences.

Nourisha has a Masters of Arts in Journalism at Regent University.

Authorizing Signature: Bruce A. Harrell	**Name and Title of Officer Making Appointments:** *Bruce Harrell, City Councilmember*

Nourisha K. Wells

[redacted]
Seattle | WA.

SUMMARY OF QUALIFICATIONS

Award winning Digital Media professional with 11+ years experience working in Public Relations, Community Management and Content Development. Proficient in the management of online social communities including Facebook, Twitter, Instagram, YouTube, Flickr, Tumblr and Vimeo. Solid background in web marketing and search engine Optimization (SEO). Experienced integrating web, social and mobile platforms to drive organic fan acquisition and engagement on Facebook and Twitter. History of successful partnership with Analytics teams for impact tracking and program optimization. Seasoned copywriter for direct response advertising, marketing collateral and product promotion.

EDUCATION

Masters of Arts in Journalism at Regent University, Virginia Beach, VA 2003
Bachelors of Arts in Journalism and Mass Communication at Drake University, Des Moines, IA 2001

WORK EXPERIENCE

Get Schooled Foundation, Seattle, WA **2011 – Present**
Digital Manager
Responsibilities:

- Manage ongoing design and development of all web and social outlets for Get Schooled
- Community management of all social media accounts including Facebook, Twitter, Instagram, Youtube, Flickr, Tumblr and Vimeo
- Set overarching content strategy through editorial calendar and content development
- Day-to-day management of website production
- Integrate social media to support programmatic and communication initiatives
- Work closely with external partners to integrate appropriate content into the digital sites
- Integrate web, social and mobile platforms to strengthen experience and connection with the end user
- Collaborate with the Director of Analytics to track impact of strategies and tools, and refine approach as needed

Icom America, Inc., Bellevue, WA **2008-2011**
Web Editor/Creative Specialist
Responsibilities:

- Project Manager of web communications for North America and South America
- Refresh website design (HTML, CSS), maintain corporate site, build special splash pages and mini sites for special products and promotional initiatives
- User experience management through Google web analytics tracking and reporting
- Consultant to dealers on best web practices for their sites
- Coordinate corporate activity in social media with introduction of corporate blog and YouTube channel
- Content developer for corporate website, marketing collateral, ad copy, and email campaigning
- Write, film and edit videos for product promotion, trade shows and training manuals

Kansas City University of Medicine and Biosciences, Kansas City, MO **2006 to 2008**
Web Editor
Responsibilities:

- Oversaw web communications for the University.

References Available Upon Request

- Project Manager for all web projects, including the complete redesign of the university website.
- Facilitated meetings and conference calls with University administration, project stakeholders and IT department.
- Presented to faculty, staff and administrators on new technology platforms for use in curriculum and marketing.
- Tracked and reported on web site analytics and trends.
- Maintained integrity of the University brand across web platforms.
- Community manager for Facebook profiles and student blogs.
- Assisted with Second Life research and development which resulted in a virtual pathology lab that allowed users all across the globe to participate in real time simulated medical procedures.

PlattForm Advertising and Marketing, Olathe, KS **2003 to 2006**
Senior Interactive Content Developer
Responsibilities:

- Managed team of award-winning writers for the Interactive Department.
- Solely responsible for writing content for all corporate web sites, which featured officer and department profiles, products and services, interactive work samples, press releases and blogs.
- Oversaw all interactive ad copy for more than 1,000 external and internal clients.
- Researched and wrote creative, optimized copy for various interactive advertisements, career college web sites and affiliate marketing promotions.
- Facilitated adoption of a content management system for multiple web sites.
- Contributed to 50 percent revenue increase for internal web sites through original, optimized content.
- Trained content staff on interactive recruitment trends.
- Worked in collaboration with search engine optimization (SEO) team. Participated in research for keywords. Conducted A/B testing on what performed best based on the SEO recommendations.

Regent University, Virginia Beach, VA **2001 to 2003**
Public Relations Assistant
Responsibilities:

- Wrote and placed university press releases in local and national publications.
- Prepared university news clippings and semi-annual Board of Trustee Media Reports.
- Conducted interviews, wrote and published news and feature stories on the University and its alumni.
- Managed e-marketing campaigns and weekly e-newsletters for alumni and community partners.
- Maintained the public relations web site.
- Assisted with special events planning and execution of high profile media guests and dignitaries.

TECHNICAL SUMMARY

Programming/Languages: HTML, CSS
Platforms/Applications/Software: Content Management Systems (Drupal, DOTNETNUKE, WordPress), Adobe Suite Products, Microsoft Office Suite Products, Usability/Analytics (Google Analytics)

Other: Social Media Applications, Content Development and Strategy, Scriptwriting, Video Production

HONORS AND AWARDS

- Prism and Quill Award winner for feature articles in the KCUMB Communicator
- Webby and Horizon Interactive Award winner for content on the Pinnacle Career Institute web site

References Available Upon Request

Citizens Telecommunications & Technology Advisory Board

As of February 2013

9 members with two-year terms, renewable for one additional term; and
1 Get Engaged young adult member with a one year term. All subject to Council confirmation.

- 4 At Large — Appointed by Council
- 3 At Large — Appointed by Mayor
- 3 Special — Appointed by Mayor, representatives of
  - Education
  - Public Access to Telecommunications
  - Get Engaged young adult position

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
6	M	1	Dolin, Robert	2/25/13	1/01/15	2nd	Chair, At Large	Council
6	M	2	Krokower, Ben	3/26/12	1/1/14	1st	Vice Chair, At Large	Council
6	F	3	Lewis, Dana	1/22/13	9/01/13	Only	Get Engaged	Mayor
1	M	4	Hsi, Brian	2/25/13	1/01/15	2nd	At Large	Council
6	F	5	Wedlake, Stacey	2/25/13	1/01/15	2nd	Education	Mayor
3	M	6	Carrillo, Jr, Daniel	2/25/13	1/01/15	2nd	At Large	Mayor
1	F	7	Fernandes, Beryl	3/26/12	1/1/14	1st	At Large	Mayor
6	F	8	Martin, Marina	2/25/13	1/01/15	2nd	At Large	Mayor
2	F	9	Nourisha Wells	2/25/13	1/1/15	1st	At Large	Council
1	M	10	Daniel Hoang	2/25/13	1/1/15	1st	Public Access	Mayor

Diversity (including new Council and Mayoral appointees)

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

**One member has color blindness.*