

**City of Seattle  
Notice of Appointment**

<b>Name:</b> <i>Nourisha K. Wells</i>		<input type="checkbox"/> <b>Executive Appointment</b> <input checked="" type="checkbox"/> <b>Legislative Re-Appointment</b> <input type="checkbox"/> <b>Agency Appointment</b> <input type="checkbox"/> <b>PDA Council</b> <input type="checkbox"/> <b>PDA Constituency</b>
<b>Residential Neighborhood:</b> <i>Lake City</i>	<b>Zip Code:</b> <i>98125</i>	<b>Contact Phone No.:</b> <i>206-552-9704</i>
<b>Appointed to:</b> <i>At-Large Board Member, Citizens' Telecommunications and Technology Advisory Board (CTTAB)</i>		<b>Date of Appointment:</b> <i>December 8, 2014</i>
<b>Authority (Ord., Res.):</b> <i>Seattle Municipal Code (SMC) 21.60.060</i>		<b>Term of Office:</b> <b>From:</b> <i>January 1, 2015</i> <b>To:</b> <i>January 1, 2017</i>
<b>Background:</b>  <i>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.</i>  <i>Nourisha has a Masters of Arts in Journalism at Regent University.</i>  <i>She served as the 2nd Vice Chair of CTTAB in 2014.</i>		
<b>Authorizing Signature:</b> 		<b>Name and Title of Officer Making Appointments:</b> <i>Bruce A. Harrell, Seattle City Councilmember</i>

# Nourisha K. Wells

## SUMMARY OF QUALIFICATIONS

Award winning Digital Media professional with 12+ years experience working in Strategic Content Development and Publication. Proficient in content marketing, social media community management, and user experience. Experience integrating web, social and mobile platforms to drive organic fan acquisition and engagement. History of successful partnerships with Analytics teams for impact tracking and program optimization. Seasoned copywriter/editor 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  
**Senior Manager of Web Operations**

*Responsibilities:*

- Develop and implement content strategy for leading educational website built on recommendation-engine technology
- Day-to-day management of website production and maintenance
- Work closely with external partners to integrate appropriate content for the middle and high school audience of more than 1 million students
- Integrate web, social, email marketing and mobile platforms to strengthen experience and connection with the end user
- Collaborate with the Director of Technology to track impact of strategies and tools, and refine approach as needed
- Consult with development team to map most effective user-centered interaction design

**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.
- 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.

References Available Upon Request

- 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 December 2014*

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
2	F	9	Nourisha Wells	12/8/14	1/1/17	2 <sup>nd</sup>	At Large	Council
1	M	8	Joneil Custodio	9/11/14	1/1/16	1 <sup>st</sup>	At Large	Mayor
6	M	5	Rahm, Carmen	9/11/14	1/1/17	1 <sup>st</sup>	Education	Mayor
3	M	10	Jose Vasquez	9/11/14	1/1/17	1 <sup>st</sup>	Public Access	Mayor
6	F	6	Trowbridge, Sarah	9/8/14	9/8/15	1 <sup>st</sup>	Get Engaged	Mayor
6	M	2	Krokower, Ben	1/1/14	1/1/16	2 <sup>nd</sup>	At Large	Mayor
6	F	3	Lewis, Dana	9/30/13	10/1/15	1 <sup>st</sup>	At Large	Mayor
6	M	1	Dolin, Robert	2/25/13	1/1/15	2 <sup>nd</sup>	At Large	Council
1	M	4	Hsi, Brian	2/25/13	1/1/15	2 <sup>nd</sup>	At Large	Council
5	F	7	Fernandes, Beryl	3/26/12	1/1/16	1 <sup>st</sup>	At Large	Council

**Diversity (including new Council and Mayoral appointees)**

		(1)	(2)	(3)	(4)	(5)	(6)			
	Men	Women	Vacant	Minority	Asian-American	African-American	Hispanic Latino	Native-American	Other**	Caucasian
<b>Mayor</b>	4	2		2	1		1		*	4
<b>Council</b>	2	2		3	1	1			1**	1
<b>Other Bodies</b>										
<b>Total</b>	6	4		5	3	1			1	5

\*Two members also have color blindness.

\*\* One member selected multicultural.