

**City of Seattle  
Notice of Appointment**

<b>Name:</b> Sarah A. Trowbridge		<input checked="" type="checkbox"/> <b>Executive Appointment</b> <input type="checkbox"/> <b>Reappointment</b> <input type="checkbox"/> <b>Legislative 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>	<b>Zip Code:</b> 98103	<b>Contact Phone No.:</b> 206-794-6917	FILED CITY OF SEATTLE 2014 AUG 12 PM 1:36 CITY CLERK
<b>Appointed to:</b> Citizens' Telecommunications & Technology Advisory Board (Get Engaged)		<b>Date of Appointment:</b> 08/05/14	
<b>Authority (Ord., Res.):</b> Ord. 105427		<b>Term of Office:</b> <b>From:</b> September 2014 <b>To:</b> September 2015	
<b>Background:</b> Resume attached.			
<b>Authorizing Signature:</b> 		<b>Name and Title of Officer Making Appointments:</b> Mayor Edward B. Murray	

# SARAH A. TROWBRIDGE

## RELEVANT EXPERIENCE

### **Marketing Support Specialist**

*Genelex, Seattle, WA*

February 2014 - Current

- Manage all marketing production for a fast-growing biotech and company focused on genetic testing
- Track and present all marketing analytics for 6-person team, oversee CRM database
- Manage and track \$750,000 marketing budget, maintain marketing inventory, source vendors
- Assist with website updates, email campaigns and out-bound marketing strategy

### **Marketing Coordinator**

*TransACT Communications, Lynnwood, WA*

January 2013 – February 2014

- Serve as marketing coordinator for a company specializing in web-based technology for school districts
- Assist in managing 3 company brands, including creating all internal and external distribution materials
- Develop reports and letters for executive team and statewide clients
- Oversee Salesforce database; configure custom page layouts, security levels, and custom reports and dashboards; import, export and merge data
- Strategize marketing outreach and coordinate efforts with company partners and consultants
- Plan travel and meeting logistics for CEO and prepare materials for presentations and conferences
- Organize and host online training webinars to school administrators

### **Development and Marketing Coordinator**

*Peace Winds America, Seattle, WA*

2012

- Tracked registration and event information for 200+ attendees, developed event schedule and program
- Responsible for editing and writing grants, performing research on foundations, assembling information and presenting findings and outreach priorities to local non-profit leaders
- Assisted with new project development work and fundraising and identified top prospects to develop outreach strategies
- Drafted and edited marketing material, press releases and foundation documents
- Managed social media (Facebook, Twitter, Google+); developed and implemented media tool kit and social media campaign

### **Development and Marketing Manager**

*Grow Portland, Portland, OR*

2011

- Provided administrative and fundraising support to director of sustainable food non-profit organization
- Responsible for writing and editing grants and maintaining subscriber database
- Compiled and analyzed evaluation data and developed letters and forms
- Designed and executed purchase of promotional marketing materials
- Assisted in hiring of new employees and payroll processes

## EDUCATION

**University of Washington, Seattle, WA**  
Certificate in Advanced Online Marketing

Expected Graduation: May 2014

**Whitman College, Walla Walla, WA**

2010

B.A. Sociology-Environmental Studies: Graduated with Distinction

## SKILLS AND ACCOMPLISHMENTS

- Proficient in Microsoft Office Suite, Adobe Indesign, Photoshop & Illustrator, Salesforce, Microsoft Dynamics CRM, Google Analytics & AdWords, WordPress, SEO, HTML, MailChimp, MyEmma
- Intermediate proficiency in French and Spanish
- Community for Youth Mentor and developer of the Community Center for Youth Scholarship fund

## Get Engaged 2014-2015

16 members: Per [insert legislative authority number], all subject to City Council confirmation, 1-year terms

- 0 Appointed by City Council
- 16 Appointed by Mayor
- 0 Appointed by

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
		1	Amy L. Pinon	08/05/14	Sept. 2015	1	Arts Commission	Mayor
		2	Sarah Trowbridge	08/05/14	Sept. 2015	1	CTTAB	Mayor
		3	Yan Jun (Angela) Liu	08/05/14	Sept. 2015	1	Disabilities Commission	Mayor
		4	Juliana Tesfu	08/05/14	Sept. 2015	1	Human Rights Commission	Mayor
		5	Mohamed Adan	08/05/14	Sept. 2015	1	Immigrant and Refugee Commission	Mayor
		6	Sarah E. Shadid	08/05/14	Sept. 2015	1	Landmarks Preservation	Mayor
		7	Brianna C. Holmes	08/05/14	Sept. 2015	1	Women's Commission	Mayor
		8	Riley Kimball	08/05/14	Sept. 2015	1	Bicycle Board	Mayor
		9	Bevin Wong	08/05/14	Sept. 2015	1	Pedestrian Board	Mayor
		10	Grant M. Hromas	08/05/14	Sept. 2015	1	Design Commission	Mayor
		11	Shoshana Paget	08/05/14	Sept. 2015	1	LGBT Commission	Mayor
		12	Evan Dilworth Bue	08/05/14	Sept. 2015	1	Pioneer Square	Mayor
		13	Sean O'Brian	08/05/14	Sept. 2015	1	Seattle Center	Mayor
		14	Lauren Squires	08/05/14	Sept. 2015	1	Planning Commission	Mayor
		15	Krystal F. Brun	08/05/14	Sept. 2015	1	Design Review Board	Mayor
		16	Lydia Albert	08/05/14	Sept. 2015	1	Board of Parks	Mayor

**\*Diversity**

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

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