

FILED  
CITY OF SEATTLE

2014 DEC -4 AM 9:19

CITY CLERK

City of Seattle  
Notice of Appointment

Name: <b>Teresa Springer</b>		<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: Tacoma, WA	98404	Contact Phone No.: N/A
Appointed to: Seattle Women's Commission		Date of Appointment: 11/26/14
Authority (Ord., Res.): 118392		Term of Office: From: Confirmation To: 7/1/16
<b>Background:</b> <p>Teresa is a highly self-motivated and energetic person. She is a business owner and has started several businesses. She has a strong background in social media and connecting and networking with women. She is looking forward to working with the Women's Commission and using her knowledge and skills to make a difference on issues affecting women. She has exceptional organizational management skills as an owner of several businesses. She is excited about the work the Seattle Women's Commission has been doing and can't wait get started.</p>		
<b>Authorizing Signature:</b> 		<b>Name and Title of Officer Making Appointment:</b> Mayor Edward B. Murray

**Teresa Springer**

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**SUMMARY OF SKILLS & QUALIFICATIONS**

- Highly self-motivated, aggressive, energetic, creative, and personable.
- Diverse experience networking and prospecting using social media, service organizations, cold calling, and other sales skills to help achieve revenue goals.
- Connecting women to resources, personally and professionally.
- Strong marketing, public relations, and fundraising experience with the ability to engage a wide range of stakeholders and cultures.
- Action-oriented, entrepreneurial, adaptable, and innovative approach to business planning and development.
- Ability to work effectively in collaboration with diverse groups of people.
- Passion, idealism, integrity, positive attitude, mission-driven, and self-directed.
- Unwavering commitment to quality programs and data-driven program evaluation.
- Excellence in organizational management with the ability to coach staff, manage, and develop high-performance teams, set and achieve strategic objectives, and manage a budget.

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**PROFESSIONAL EXPERIENCE**

**Partner & Director of Entertainment Lab**  
PaintBox Labs Media Group, Seattle, WA

**11/2013-Present**

- Interface directly with Clients and Sales Partners to launch online advertising campaigns and effectively optimize campaign performance.
- Managing strategic initiatives to deliver high impact business results.
- Implementing and analyzing research data.
- Developing and managing new business programs and requests for proposals from clients.
- New business development/selling of in-house studio services.
- Building and maintaining strong client relationships.

**Founder, Director of Business Development & Executive Producer**  
*Teresa Springer Int., Tacoma WA*

**12/2009-Present**

- Oversee the development of video including intake, scripting, design, scheduling of shoots, pre-production, production and post-production.
- Provide creative input on video and print design to drive brand image and build awareness.
- Coordinate with content and delivery teams to meet the training needs and requirements set forth in project guidelines.
- Responsible for originating and planning product launch campaigns.
- Assist with the implementation of the marketing strategy with specific objectives and targets as agreed by the client.
- Design, develop and implement creative, cutting-edge concepts for compelling interactive media.
- Conceptualizes and executes multimedia campaigns; inclusive of storyboarding, graphic design, animation, art, audio production, and video editing & compression.
- Source new partners for TSI and develop relationships with existing partners.
- Accomplishes marketing and sales objectives by planning, developing, implementing, and evaluating advertising, merchandising, and trade promotion programs.

# Seattle Women's Commission

December 2014

21 Commission members: Per S.M.C. 3.14.920, confirmed by City Council, 2-year terms\*

- 9 Appointed by Mayor
- 9 Appointed by City Council
- 2 Appointed by the Commission, confirmed by City Council
- 1 member *Get Engaged: City Boards and Commissions* program: Appointed by Mayor, confirmed by City Council -1-year term-appointed in September

D*	G	Position #	Name	Appointed	Term Ends	Term #	Position	Appointed By
4	F	1	Roslyn Kagy	09/29/14	07/01/16	2 <sup>nd</sup>	Member	Mayor
2		2	Teresa Springer	11/26/14	07/01/16	1 <sup>st</sup>	Member	Mayor
6	F	3	Jaron Reed	09/30/13	07/01/15	1 <sup>st</sup>	Member	Mayor
1		4	Sarah Domondon	11/26/14	07/01/16	1 <sup>st</sup>	Member	Mayor
2	F	5	Tracey Whitten	09/29/14	07/01/15	1 <sup>st</sup>	Member	Mayor
6	F	6	Clarissa Lord Brundage	09/29/14	07/01/15	1 <sup>st</sup>	Member	Mayor
2	F	7	Jennifer Cobb	09/29/14	07/01/15	1 <sup>st</sup>	Member	Mayor
6	F	8	Morgan Beach	09/29/14	07/01/16	1 <sup>st</sup>	Member	Mayor
1	F	9	Lylianna Allala	09/29/14	07/01/16	1 <sup>st</sup>	Member	Mayor
6	F	10	Wendy Gillihan	8/4/14	07/01/15	2 <sup>nd</sup>	Member	City Council
1	F	11	Maha Jahshan	8/4/14	07/01/15	2 <sup>nd</sup>	Member	City Council
6	F	12	Alison Mondri	8/4/14	07/01/15	2 <sup>nd</sup>	Member	City Council
2	F	13	Phyllis Lewis	09/29/14	07/01/16	2 <sup>nd</sup>	Member	City Council
2	F	14	Mergitu Argo	8/4/14	07/01/16	3 <sup>rd</sup>	Member	City Council
3	F	15	Elsa Batres-Boni	09/30/13	07/01/15	1 <sup>st</sup>	Member	City Council
6	F	16	Liz Kellogg	09/30/13	07/01/15	1 <sup>st</sup>	Co-Chair	City Council
3	F	17	Mercedes Elizalde	8/4/14	07/01/16	1 <sup>st</sup>	Co-Chair	City Council
2		18	Lakeisha Jackson		07/01/16	1 <sup>st</sup>	Member	City Council
6	F	19	Michele Frix	8/4/14	07/01/16	2 <sup>nd</sup>	Co-Chair	Commission
6		20	Nicki Olivier		07/01/15	1 <sup>st</sup>	Member	Commission
2	F	21	Brianna C. Holmes		09/30/15		Get Engaged	Mayor

				(1)	(2)	(3)	(4)	(5)	(6)	
	Men	Women	Vacant	Minority	Asian/American	African/American	Latino	Native/American	Other	Caucasian
Mayor	0	9	0	6	2	3	0	1	0	3
Council	0	9	0	6	1	3	2	0	0	3
Commission	0	1	0	0	0	0	0	0	0	1
Get Engaged	0	1	0	1	0	1	0	0	0	1
<b>Total</b>	<b>0</b>	<b>21</b>	<b>0</b>	<b>13</b>	<b>3</b>	<b>7</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>8</b>

\*The Get Engaged youth program Commissioner serves a single term of one year.

\*\*Commissioners whose first appointments are for a term of less than twelve months are eligible to serve for two additional two/year terms.