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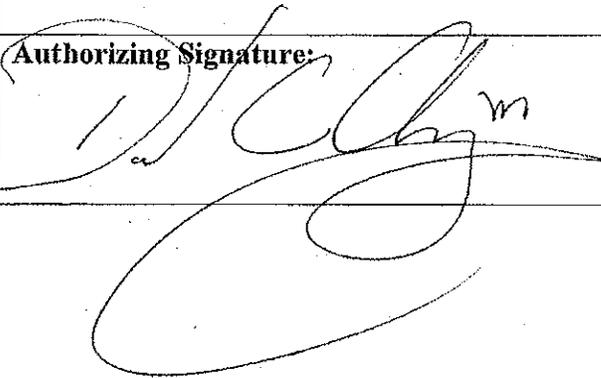
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CITY OF SEATTLE

2014 JAN 14 AM 8:06

# City of Seattle

## Notice of Appointment

CITY CLERK

<b>Name:</b>  Nelson Yong		<input type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Reappointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input checked="" type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
<b>Residential Neighborhood:</b>  Redmond	<b>Zip Code:</b>  98052	<b>Contact Phone No.:</b>  206-832-7320
<b>Appointed to:</b>  Council Member		<b>Date of Appointment:</b>  12/11/13
<b>Authority (Ord., Res.):</b>  SCIDpda Charter SMC 3.110		<b>Term of Office</b> <i>4-yr Term</i> <b>From:</b> 1/1/14 <b>To:</b> 12/31/ <del>18</del> 17 KP
<b>Background:</b> <p>Nelson Yong is a digital marketing leader possessing a broad mix of marketing, strategy, event, communications, project management skills. With over 10 years of online and offline marketing experience, he's managed interactive marketing projects for small business to global brands like Microsoft, XBOX, Dell, Alienware, Kodak, Zoka Coffee and Lionsgate Studios. Nelson has a passion for conceiving and delivering new ways to use technology to listen, analyze, engage, and connect with consumers to consistently deliver profit and brand equity. He has a track record of work that demand innovative and creative thinking balanced with quantitative rigor. Currently sitting on five local Boards, including the Kirkland Chamber of Commerce, he is also a community builder who is passionate about grassroots economic development.</p>		
<b>Authorizing Signature:</b> 		<b>Name and Title of Officer Making Appointments:</b>  David Chang, Chair

# nelson yong

## grassroots leadership

### KEY BACKGROUND

- 🌐 team leadership
- 📱 marketing strategist
- 💻 web + social media expert
- 🌱 community and event builder

over 10 years of experience with marketing and community leadership, driving market results at companies like microsoft



# resume

## results-driven leadership

### ONEACCORD PARTNERS / director of digital marketing

- OneAccord is a management consulting firm that helps companies with revenue growth. Fully directs and initiates OneAccord digital marketing programs, initiatives, client channel strategy, talent placement and research projects
- Leads teams who work closely with OneAccord principals and partners in creating new digital strategies for physical and electronic channels and implementing new marketing approaches for clients
- Acts as the architect for digital product development projects, helping to design and implement audits, marketing campaigns and systems
- Supervises the recruiting activities of the company to employ, place and transfer internal and external candidates to ensure adequate staffing
- Directly involved with the largest and most complex client projects and initiatives and manages the team responsible for day-to-day operations and smaller initiatives

### MICROSOFT / partner marketing manager

#### Microsoft Student Partners

- Recruiting and day-to-day management of the US Microsoft Student Partners program, a 9-year old program which hires 100+ college- and grad-level students as paid brand ambassadors on US college campuses
- Driving and executing cross-product group marketing plans for developer-focused programs and products such as Office 2010, Kinect for XBOX 360 and Windows Phone 7 to the higher education vertical
- Complete program ownership, marketing communication, contests and promotion, and multi-group project execution; holding monthly online training sessions; Bi-monthly metrics calculation, analysis and scorecard reporting
- Responsible for driving over 87+ million social media impressions, 2200+ events, and 669,000+ demo interactions in the 2011 fiscal year (an all-time record), as well as innovating new ways to increase marketing reach and overall program efficiency

#### Microsoft Global Careers

- Marketing Lead for the Microsoft Global Careers Site and responsible for candidate experience, marketing language, look and feel, and managing core content changes, as well as future planning of complete content and UI overhaul
- FY13 Career Site Redesign: Worked with several design vendors through process of discovery, requirements mapping, wireframe design, and coordinating website design with internal Microsoft development team
- Social Media Team Lead for University Recruiting Marketing, including driving several pilot programs which integrate social media channels, blogging, and geo-location apps; developed concept and design for first Microsoft Careers Facebook application

### KEIRETSU FORUM / investor & marketing director

- Managed investor relations and client service for nearly 300 active members and hundreds of prospective investors for the Northwest Region of the world's largest private investor community, concentrating on a broad range of early-stage startup companies and venture funds
- Conducted business development for acquiring new investors and business and organizational partnerships and sponsorships; Responsible for implementing strategy for revenue creation and sales pipeline
- Facilitated multiple meetings per month where entrepreneurs are screened and reviewed before our investors; also in charge of venue acquisition and event planning for investment forums and social meetings

### UNIVERSITY OF CALIFORNIA, LOS ANGELES / b.a., political science

- Graduated with a 3.8 GPA from a top university (U.S. News ranked #24)
- Heavily involved in tech societies and organizations
- Best memories include UCLA Bruins basketball games and In-N-Out Burger

# UCLA



# community involvement

having a hand in different initiatives for change

## **CATALYST | SEATTLE / FOUNDER**

Catalyst is a monthly worship and prayer night for young professionals and consistently has 200+ people from multiple churches from the Seattle area.

## **SILICON SUMMIT / CO-FOUNDER**

Silicon Summit is a grassroots economic development project aimed at bringing more awareness to the Seattle-area as a tech and innovation center. Nelson co-founded this movement with Conrad Lee, Mayor of Bellevue.

## **DYNASTY | WASHINGTON / CO-FOUNDER**

DYNASTY is a network of professionals sparking a conversation on succession, planning and cultivating a culture of thoughtful and intergenerational leadership for Washington State.

## **CENTRAL & LAKE / FOUNDER**

CENTRAL & LAKE is a gathering in Kirkland that celebrates the Eastside by combining young professionals, entrepreneurs, seasoned business leaders and local government officials in a free, well-produced event. The goal is to foster an open conversation that promotes economic development and further startup creation on the Eastside.

## **LIBERTY ROAD FOUNDATION / COMMITTEE MEMBER**

Liberty Road Foundation connects businesses with local nonprofits to create avenues for giving.

## **ROBERT CHINN FOUNDATION / BOARD MEMBER**

The mission of the Robert Chinn Foundation is to improve the civic, educational and cultural quality of life of Asian Pacific Americans.

## **LAKE WASHINGTON SCHOOL DISTRICT**

Nelson is helping develop and strategize the school district's first ever high school business plan competition, which he named 'Teen CEO'.

## **FIRST CITIZEN AWARD OF SEATTLE / MARKETING**

First Citizen has recognized and honored the outstanding community leaders who have served the needs of our communities and the people of Seattle and King County for the past 75 years.

## **KIROS / MARKETING**

KIROS connect, equip and leads business people in the Seattle area.

## **C3 LEADERS / MARKETING**

C3 Leaders is a forum-based group of executive-level individuals seeking to live their lives in a community of peers.

## **HONG KONG ASSOC. OF WASHINGTON**

HKAW aims to serve by engaging in both business and social activities to enrich people's lives with the similar interests while increasing awareness of contemporary issues that arise in Hong Kong and China.

## accreditations

### **JENNIFER DUNN LEADERSHIP INSTITUTE**

The Jennifer Dunn Leadership Institute has been organized to identify, recruit, and train individuals from throughout our state to bring back principled, effective government and sustain it for a future that all of us can believe in. (Class 5/2013)

### **DISCOVERY INSTITUTE LEADERSHIP ROUNDTABLE**

The Center for Civic Leadership enables young leaders to consider the foundational ideas of leadership in a free society by connecting them with mentors and fellow young leaders through seminars, lectures, and fellowship programs.

### **kim wyman**

In 2013, Nelson visited Olympia to meet with Secretary of State Kim Wyman and several key Republican Representatives to talk about reaching the Asian and young professional demographics.



# Chinatown-International District Preservation And Development Authority (SCIDPDA) Council, Seattle

January 2014

The Council shall be composed of no fewer than twelve (12) members and no more than seventeen (17) members: Per Seattle Municipal Code (SMC) 3.110; all subject to City Council confirmation, 4-year terms

- 4 (one each year) Appointed by Mayor
- Up to 9 (two each year) Appointed by SCIDPDA Council
- 4 (one each year) Appointed by Constituency

D*	G	Name	Appointed	Term Ends	Term #	Position	Appointed By
1	F	Karen Yoshitomi	08/12/09	12/31/16	1	Member	Constituency
1	F	Jiawen Shi	12/14/11	12/31/15	1	Member	Constituency
1	M	David Chang, MD	10/13/10	12/31/14	1	Chair	Council
1	F	Jennifer Phang	5/12/10	12/31/14	1	Secretary	Council
1	M	Omura, Michael	10/14/09	12/31/14	1	Member	Council
1	M	Michael Itti	4/11/12	12/31/16	1	Member	Council
1	F	Casey Huang	4/11/12	12/31/16	1	Member	Council
1	F	Rita Brogan	10/13/10	12/31/14	1	Vice Chair	Council
1	M	Phillip Sit	8/8/12	12/31/16	1	Member	Council
1	M	Wayne Lau	1/1/14	12/31/17	1	Member	Council
1	M	Nelson Yong	1/1/14	12/31/17	1	Member	Council
1	M	Scott Yasui	2/10/10	12/31/14	1	Treasurer	Mayor
1	F	Maria Batayola	5/31/13	5/31/17	1	Member	Mayor
		<b>Vacant</b>					Mayor
		<b>Vacant</b>					Mayor

**\*Diversity**

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other**	(6) Caucasian
<b>Mayor</b>	1	1	2	2	2	0	0	0	0	
<b>SCIDpda Council</b>	6	3	0	9	9	0	0	0	0	
<b>Constituency</b>	0	2	0	2	2	0	0	0	0	
<b>Total</b>	7	6	2	13	13	0	0	0	0	

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

**Resolution 13-12-11-03**

**RESOLUTION OF SEATTLE CHINATOWN INTERNATIONAL  
DISTRICT PRESERVATION AND DEVELOPMENT AUTHORITY**

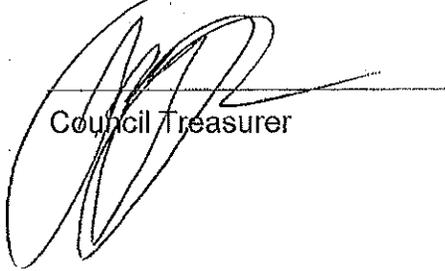
We, the Seattle Chinatown International District Preservation and Development Authority Council, affirm the election of Nelson Yong to the SCIDpda Council.



Council Chair

12/11/13

Date



Council Treasurer

12/11/13

Date