

IENNA SMITH

SUMMARY OF QUALIFICATIONS

Experienced, passionate, and award-winning public affairs professional and Master of Public Administration with emphasis in *civic engagement and government transparency*. More than six years of progressively responsible experience in public relations and outreach at Seattle Housing Authority. Demonstrated track record of planning/implementing high-impact communications/outreach strategies. Broad experience working with diverse communities; established relationships with key stakeholders; project manager of public engagement efforts with budgets of up to \$40,000. Expertise in programs and developing content and reports; advanced ability with Microsoft Office (Word, Excel, PowerPoint). Seeking public relations position with public engagement, outreach, and program manager components.

RELEVANT EXPERIENCE

Seattle Housing Authority, Housing Choice Voucher (Section 8) Program; Seattle Community Liaison: March 2010 – Present

Develop, implement, and manage outreach strategies:

- Created the **2013 Section 8 Waitlist Opening Outreach Plan**: Developed promotional materials; made multiple contacts to 200 service providers; gave 10 onsite presentations; created registration tutorial resources for website; identified/publicized 98 internet access points to ensure access to online-only lottery registration for those without access to technology; received 23,000 registrations

Project manage public engagement and service delivery efforts:

- Managed entire **2015 Section 8 Waitlist Opening**, resulting in 19,000 registrations. Developed/managed \$40,000 budget; created communications, outreach, and social media plans; liaised with Executive, Information Technology, and Communications departments; presented to agency partners; leveraged partnerships to broaden outreach in innovative ways; recruited, hired, trained and supervised six hotline staff; formally evaluated project; and presented results and recommendations to department management
- Co-led creation and implementation of the national award winning **Resource Development Plan**. Managed multi-year, innovative effort to standardize and enhance the ways in which staff provide resource information to participants; evaluated early program results in formal report; received Agency Merit Award from the National Association of Housing and Redevelopment Officials in August 2015

Research, produce, and edit content and material:

- Produce informational and promotional materials; develop content for agency website; create articles for participant and partner newsletters; and author articles in external stakeholder member newsletters

Create and implement policies, programs, and partnerships to benefit program participants and staff
Represent high-performing, nationally recognized Seattle Housing Authority to external audiences

Municipal League of King County; Board Member: February 2013 – January 2016

- Provided advice/direction on nonpartisan efforts to promote civic engagement and good governance
- Project managed citizen ratings of 70 candidate races as Candidate Evaluation Committee Co-Chair in 2014

Norman Rice's Civic Engagement Project for the 21st Century; Lead Researcher: December 2009 – May 2010

- Researched levies/tax codes; co-authored concept paper on public financing options for confidential client
- Analyzed local political climate/voter sentiment; analyzed different policy options; made recommendation

Terra Staffing Group; Seattle; Election Verification Network Conference Recorder: March 2009 – May 2009

- Created 27-page summary of the bipartisan Election Verification Network's annual two day conference
- Received accolades for quality of report and for correctly attributing comments of 70+ attendees

Washington State Public Disclosure Commission; Olympia, & UW, Evans School; Seattle

Student Consultant: January 2008 – June 2008

- Designed, conducted, and analyzed multiple surveys for the PDC: direct mail, web-based, phone, in person
- Received 205 responses from 770 direct mail surveys to WA voters (4x greater response rate than average)

- Analyzed 280 total responses to determine public's interest in disclosure issues and satisfaction with PDC
- Created 50 page report and presented to Public Disclosure Commissioners and to UW Public Affairs dept.

University of Washington, Daniel J. Evans School of Public Policy and Governance; Seattle

Research Assistant: May 2007 – August 2007

- Researched grassroots campaign to fluoridate Skagit County's public water supply, interviewed stakeholders
- Created draft of public policy teaching case study with *civic engagement* and *trust in government* themes
- *The Campaign for Fluoridation in Skagit County* case study was published in UW's Electronic Hallway, 2008

ADDITIONAL EXPERIENCE

Organizing for America, United States Presidential Re-Election Campaign; Alachua County, Florida

Volunteer Coordinator, Paid Staff Position: October 2012 – November 2012

- Supervised four field staff employees and over 180 volunteers in Downtown Gainesville office
- Located 100 beds in supporter housing for 100 volunteers in 14 consecutive hours on extremely short notice

University of Washington, Institute for Learning and Brain Sciences (I-LABS); Seattle

Administrative Assistant: September 2009 – March 2010

- Oversaw construction/communication of multi-million dollar project (world's first child brain imaging center)
- Interviewed, selected, trained, and supervised 15 research students; oversaw and ensured quality of daily duties
- Managed Institute Co-Directors' special projects; oversaw operations; acted as Assistant Director in absence

Woods & Associates, Terra Staffing Group, Adams & Associates; Seattle: March 2009 – November 2009

Administrative Assistant and Property Administrator: Wright Runstad & Company;

Receptionist: Big Fish Games; CB Richard Ellis; Puget Sound Clean Air Agency

- Oversaw Outlook calendar, email requests, phone calls, and daily mail for company Executive VP and CFO
- Answered phones, transferred calls, provided excellent customer service, welcomed visitors at front desk

The Seattle Foundation, Strategies to Eliminate Poverty; Seattle

Project Consultant: June 2008 – January 2009

- Compiled extensive contact list of key regional officials to expand existing program's donor base
- Identified and contacted key stakeholders; created and managed contact database; entered data

Campaign for Change, United States Presidential Election; Hamilton and Clermont Counties, Ohio

Deputy Field Organizer, Paid Staff Position: October 2008 – November 2008

- Volunteer Coordinator; recruited and managed over 100 volunteers in a politically unfavorable county
- Team Leader for Goshen Township; recruited community leaders/volunteers; increased volunteers by 50%

Community Voice Mail; Seattle

Research Associate: July 2008 – November 2008

- Transcribed over 300 audio client responses from telephone survey; created spreadsheet and entered data
- Analyzed data from 2008 Client Survey and Agency Survey; transcribed client responses
- Co-authored the publication *Community Voice Mail Evaluation: Assessing Client Satisfaction and Usage*

Victim/Witness Assistance Division, Department of the Prosecuting Attorney; County of Maui

Victim/Witness Counselor I and II: July 1998 – August 2006

- Prepared victims/witnesses of violent crime for circuit court jury trials; specialized in crimes involving death
- Supervised volunteer advocates in the Victim/Witness Kako'o Pono volunteer program from 2002

EDUCATION

Master of Public Administration: Evans School of Public Policy and Governance, University of WA
Emphasis in *civic engagement and government transparency*

- Daniel J. Evans Fellowship Recipient
- William M. Shelton Fellow for academic merit

Bachelor of Arts in Humanities: University of Colorado

ADDITIONAL ACTIVITIES

Bereavement Group Facilitator, Journey Program, Seattle Children's Hospital: August 2010 – August 2014

Volunteer Community Facilitator, Mayor McGinn's Youth & Families Initiative: February 2010 – April 2010

Annie Tran

SUMMARY Self-directed, collaborative and goal-oriented individual with over five years of exceptional skills in communications, marketing and public outreach for local governments and non-profits. Forward-thinking organizational and project management skills. Strong passion for working with diverse populations and encouraging civic engagement.

- EXPERIENCE**
- POLICY ANALYST/SOCIAL MEDIA SPECIALIST • Seattle Public Utilities • Feb 2015 – Aug 2015**
- Created social media and web messaging for the Seattle compost requirement and water conservation tips during the 2015 water shortage
 - Managed media requests and content for Seattle Public Utilities' communication outlets for Twitter, Facebook and the At Your Service blog
 - Identified policy priorities for Seattle's council districts regarding utility concerns
 - Coordinated with internal groups and distributed weekly messages reinforcing internal policies and procedures
 - Assisted with strategic business planning logistics and pre-and-post analysis
 - Provided administrative support for the King Conservation District grant to distribute \$400,000 in community projects
- ADMINISTRATIVE AND COMMUNICATIONS MANAGER • Fremont Arts Council • Oct 2014 – Feb 2015**
- Managed communication outlets including the website, social media, emails, phone for the Fremont Arts Council Board
 - Organized event logistics for major annual fundraising events
- PUBLIC RELATIONS SPECIALIST • Seattle Public Utilities • Feb 2014 – Feb 2015**
- Managed public outreach planning for small capital improvement projects
 - Strategically engaged with diverse stakeholders and coordinated translation of outreach materials in Seattle's most spoken languages
 - Simplified highly technical information for the public by creating simple maps and diagrams using Geographic Information Systems (GIS)
 - Designed marketing and outreach materials using Adobe Illustrator CS6
- CORPORATE COMMUNICATIONS INTERN • Seattle Public Utilities • May 2013 – April 2014**
- Supported external communications for Green Stormwater Infrastructure projects in the Director's office
 - Developed a communication platform for the Protect Our Waters program
 - Assisted in rebranding major environmental and water quality programs
 - Served as a liaison to Community Advisory Committees
 - Edited multiple project pages for the utility's website
- COMMUNICATIONS AND OUTREACH CONSULTANT • SCIDpda • Aug 2013 – Feb 2014**
- Developed a communication platform for a new mixed-use development in Little Saigon to support affordable housing, local business development and a community cultural center
 - Practiced conscious community economic development through cultural and historic preservation
 - Conducted surveys in Chinese and English to gauge community interest in the Landmark development project

MAIN STREET COORDINATOR/MARKET RESEARCH ANALYST • City of Canby • Sept 2011 – July 2012

- Assisted the planning department with communications for a four block downtown redevelopment project
- Surveyed the business community to assess needs for future programs
- Designed and analyzed survey data to assess business needs and economic development opportunities
- Coordinated monthly city events to encourage local economic activity
- Proficient in designing marketing material using Adobe Illustrator & Photoshop
- Submitted a grant to support public art and encourage tourism

SKILLS

- Proficient in graphic design using Adobe Illustrator and Photoshop for web and print
- Outstanding planning and organizational skills with a strong attention to detail
- Strong organizational, written and presentation skills using Microsoft Word, Power Point and Microsoft Excel
- Exceptional skills in manipulating, mapping and conveying technical data using Geographic Informational Systems (GIS)
- Intuitive soft skills and highly competent in emotional intelligence
- Languages spoken: Cantonese, Spanish and English

EDUCATION

Permaculture Design Certificate

Institute of Mesoamerican Permaculture • Tzunana, Guatemala • December 2015

Studied permaculture design principles and ethics in rural Guatemala. Applied practices to a functioning organic permaculture farm. Worked with indigenous Mayan populations to ensure ethics and designs respected cultural values and ethics.

Masters of Public Administration

Evans School of Public Policy and Governance

University of Washington • Seattle, Washington • June 2014

Capstone Project: Worked with the Seattle Planning and Development Department to develop programs and strategies for active living and food access in Delridge.

Awards: Awarded the Evans School of Public Affairs Public Service High Performing Team Award for Outstanding Research.

Bachelors in Environmental Studies and Economics

Minors: Sustainable Design and Communications

Western Washington University • Bellingham, Washington • June 2011

Applied Studies in Mediterranean Sustainable Development in Ithaca, Greece. Field study for eco-tourism, economic development and public policy research.

ACTIVITIES

Latin American Immersion

Central America and South America • October 2015-May 2016

Backpacked 13 countries in seven months across Central America and South America. Intended goals of the trip were to learn Spanish, political systems across Latin America and study permaculture.

FareStart

Food Prep and Homeless Meal Delivery Volunteer • May 2016

Prepared meals to be delivered to homeless shelters across Seattle.