

Alex Morrison

8 January 2025

Seattle City Council
PO Box 94728
Seattle, WA, 98124

Dear Honorable Councilmembers,

I am excited about the opportunity to serve as the council's 2nd District representative. If you're looking for someone who has integrity, the necessary commitment to serving the district's constituents, and a history of community service, I urge you to consider my application for this city council seat. The combination of my education and professional experiences are an excellent fit for this role.

I've earned a Bachelor's degree in Environmental Science & Management, a Master's degree in Nonprofit Leadership, and a professional certificate in Sustainable & Inclusive Landscapes. During my studies, I've completed several relevant courses such as Policy & Advocacy, Strategic Planning & Evaluation, and Financial Management, among others. The combination of these academic experiences equipped me with necessary knowledge and skills related to carrying out the duties of this position.

Additionally, I have 3 years of experience leading Rejuvenation Unlimited, a 501(c)(3) environmental nonprofit organization that I formally incorporated in early 2024. I currently lead the organization as Board President, and have experience crafting organizational policies which govern how the nonprofit operates. This experience will translate well to my ability as a council member for the city of Seattle. This experience also demonstrates my passion for impact work, which I feel is needed by anyone who wants to be in public service.

Lastly, my 3 years of professional work as Marketing & Communications Manager for a small general contracting business has also demonstrated my ability to successfully manage projects and communicate with various target audiences in an efficient and respectful manner. This experience will translate well to this role, which involves a high level of communication with diverse stakeholders.

I'm extremely organized, detail-oriented, resourceful, and have the ability to handle multiple projects simultaneously. I can analyze complex information to make informed decisions and communicate key messages to various stakeholders. I pride myself on my communication skills, my capacity to actively listen to others, and my ability to develop authentic connections with people of all walks of life. Each of these skills will be vital to having a positive impact on the city of Seattle as a whole.

As a political independent, I am deeply committed to and well-practiced at approaching issues and solutions with an open mind. I am able to objectively and critically assess the pros and cons which are tied to each policy position. This will allow me to consistently act in the best interests of District 2's constituents. I would be proud to build a future in which Seattle's residents, businesses, visitors, and nature are all able to thrive together.

I look forward to hearing back from you about this amazing opportunity to serve my community. Thank you for your time and consideration.

Sincerely,
Alex Morrison

P.S. It may be worth noting that I would also be the youngest member of the Seattle City Council, if selected. This could greatly benefit the city in several ways:

- Younger constituents of the city would be more likely to feel represented and satisfied regarding local governance structures and decisions.
- The reality of a Gen Z holding this seat has a good chance of increasing local political participation among younger age groups.
- Seattle's reputation would benefit from having a far-younger-than-average representative, which demonstrates the city's commitment to

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Experience

MB Renovations & Construction

Marketing & Communications Manager

Remote

7/2021 - present

- Led a brand refresh and creation of a style guide, modernizing the business identity and increasing brand recognition within the business' service area.
- Designed a client-facing website that has yielded more than \$357k in new-client revenue.
- Generated a 28x overall return on ad spend via search and social media marketing.
- Improved social media cost-per-click by 78% and conversion rate by 586% to date.
- Maintains and grows online business presence by providing up-to-date business information, posting quality content, and responding to comments/reviews.
- Utilizes a variety of data sources and research to continuously improve marketing strategies and tactics.

Rejuvenation Unlimited

Founder & Board President

Seattle, WA

7/2021 - present

- Led nonprofit formation and recruited a highly-capable board of directors.
- Obtained 501(c)(3) tax-exempt status within 4 months of incorporation.
- Created a style guide and contracted a remote graphic designer to help develop a logo, wordmark, and other marketing templates.
- Published a landing page to offer information to potential supporters (a full website is currently in development).
- Manages projects via Asana, achieving efficient task completion among a remote team.
- Collaborates with stakeholders and program partners to address needs related to conservation, restoration, guardianship, and sustainable development projects.
- Generates funds and in-kind support for programs and administration of the organization.

Education

Master's - Nonprofit Leadership, Seattle University

Bachelor's - Environmental Science & Management, Cal Poly Humboldt

Certificate - Sustainable & Inclusive Landscapes, Wageningen University & Research

Skills

Hard		Soft	
Analysis	★★★★★	Adaptability	★★★★★
Budgeting	★★★★★	Collaboration	★★★★★
Data management	★★★★☆	Communication	★★★★☆
Event planning	★★★★☆	Critical thinking	★★★★★
Financial management	★★★★☆	Leadership	★★★★☆
Program design & evaluation	★★★★☆	Organization	★★★★★
Project management	★★★★★	Presenting	★★★★☆
Research	★★★★★	Problem solving	★★★★★
Strategic planning	★★★★★	Teamwork	★★★★★
Writing	★★★★★	Time management	★★★★★

EXPLANATIONS FOR RESPONSES ON PAGE 1: *(Use additional sheets if necessary. For assistance, please call the Seattle Ethics and Elections Commission at 206-684-8500.)*

1. Please provide the name and address of each person or entity for which you answered Yes on page 1

Name: _____
Address: _____

2. Please provide the name and address of each entity for which you answered Yes on page 1.

Name: _____
Address: _____

3. Please indicate (i) the name of the person holding the position (you or an immediate family member); (ii) the title of the office, directorship, trusteeship or employment held; and (iii) the name and address of the entity.

Person holding the position: _____
Position held with entity: _____
Entity name: _____
Entity address: _____

4. Please describe the relationships, employment history or financial interests for which you answered YES on page 1.