



City of Coconut Creek

Application for Community Outreach Board

The information requested below is for consideration of appointment to the City's Community Outreach Board. Please complete and return this form to the City Clerk, **WITH a brief resume** of your education and experience by or before Monday, April 6, 2020.

PLEASE NOTE: Florida has a very broad public records law. Documents relating to city business are public records and are available to the public and media upon request. Your information provided within this application may therefore be subject to public disclosure. If your information meets an exemption pursuant to state statute, please advise the City Clerk.

Last Name: Higgins Phone: 9546952238
First Name: Cheryl Alternate Phone: Enter alternate phone
Home Address: 4273 NW 66 Street, Coconut Creek, FL 33073 E-mail: cheryl8794@gmail.com

The Community Outreach Board is comprised of five regular members and one alternate member who serve a one-year term. The functions of the Board include acting in an advisory capacity to the Community Relations Division in matters relating to branding, marketing, public relations, social media, video production, or website production; recommending innovative ideas for social media platforms, developing story ideas for CreekTV and CreekTALK; advising on website improvement and content enhancement; and serving as street monitors to advise on signage improvements and repair.

To the extent practicable, board appointments shall be based on the applicant's experience with representing the interests, specialties, and qualifications in the field of Branding, Marketing, Public Relations, Social Media, Video Production or Website Production.

Preference will be given to applicants who have completed Coconut Creek Citizen's Academy.

The board meets twice a year. Appointments will be made at the April 23, 2020, City Commission Meeting.

Please mark Yes OR No for each of the following questions:

- Are you at least 18 years of age and a resident of Coconut Creek? Yes No
- Are you least 18 years of age and an owner of a business located within the City? Yes No
- Do you have experience with representing the interests, specialties, and qualifications in the field of Branding, Marketing, Public Relations, Social Media, Video Production or Website Production? Yes No
- Do you hold a public office? Yes No
- Are you employed by the City? Yes No
- Are you a member of another City Board? Yes No
- Have you ever served on a City Board? Yes No
- Will you be away from the City for extended periods of time? Yes No
- Have you graduated from the City's Citizen Academy? Yes No

Signature: Cheryl Higgins

Date: 5/31/20



Cheryl Higgins

I have an established track record of strong leadership skills, community service and positive attitude that enables delivery of exceptional results. With 33 years at American Express, over 15 years Board of Director experience with nonprofits, BA in Finance and MS in Quality Management, this makes me well positioned to serve on the Coconut Creek City Board. Noteworthy accomplishments and experience include:

- Manager and Director level positions at American Express in Customer Service, Regulatory Compliance, Quality and Technology.
- Experience leading teams of up to 200 resources with a budget of \$18M.
- Ability to create and execute a strategic vision with several new software solutions including authentication, fraud case management and chat solutions.
- Created a community outreach program at American Express to encourage middle school girls to pursue education and careers in software development. The program consisted of lessons taught by Amex employees and culminated with the students coming to Amex campus to present their software projects to the Amex employees. The program has been in existence for 6 years.
- Everywoman in Technologies International Leader of the Year finalist (award ceremony held in London).
- Served on Board of Directors for Sawgrass Nature Center, SOS Children's Village and Arc Broward. Positions held include: Chair, Vice-Chair, Strategic Planning Committee Chair, Audit and Finance Committee Chair, Executive Committee Member at Large.

I grew-up in Coconut Creek and have lived in Winston Park for the past 6 years. My son, sister and parents all reside in Coconut Creek. During my free time, I enjoy spending time with my husband, kids, family and friend enjoying outdoor activities, travel and finding good restaurants.