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CITY OF COCONUT CREEK  
CITY CLERK DEPARTMENT

**CITY OF COCONUT CREEK**

OFFICE OF THE CITY CLERK  
4800 WEST COPANS ROAD  
COCONUT CREEK, FLORIDA 33063

**2018 APPLICATION FOR CITY BOARDS**

The information requested below is for consideration of appointment to a City Board. Please complete and return this form to the City Clerk, along with a brief resume of your education and experience by or before Thursday, March 29, 2018.

**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.

Last Name: Beck First Name: Kristin M.I.: M

Home Address: 5241 NW 76 Place, Coconut Creek, FL 33073

Phone #: 954-290-1543 Alt. #: \_\_\_\_\_ E-mail: Beck.Kristin.M@gmail.com

**PLEASE CHECK THE FOLLOWING BOARD(S) ON WHICH YOU ARE INTERESTED IN SERVING** (A brief description of each board can be found on our website or by clicking on this link: City Boards and Committees)

- ENVIRONMENTAL ADVISORY BOARD
- PARKS & RECREATION ADVISORY BOARD
- \*PLANNING & ZONING BOARD
- REDISTRICTING BOARD (Appointments will be made in August)

**PLEASE MARK YES OR NO FOR EACH OF THE FOLLOWING QUESTIONS:**

Are you a resident of Coconut Creek? Yes X No \_\_\_\_\_

Are you a registered voter (elector) in Broward County? Yes X No \_\_\_\_\_

Do you hold a public office? Yes \_\_\_\_\_ No X

Are you employed by the City? Yes \_\_\_\_\_ No X

Are you currently a member of a City Board? Yes \_\_\_\_\_ No X

Have you ever served on a City Board? Yes \_\_\_\_\_ No X

Are you away from the City for extended periods during the year? Yes \_\_\_\_\_ No X

Would you serve on a Board other than the one(s) selected? Yes X No \_\_\_\_\_

SIGNATURE:  Date: 3.26.18

\* Denotes that a Financial Disclosure Form is required upon appointment to the Board.

**Kristin M. Beck**

(954) 290-1543 or beck.kristin.m@gmail.com

Online portfolio: [www.behance.net/kristinmbeck](http://www.behance.net/kristinmbeck)

**Skills:** Creative development (for print, web, packaging and more) // Content marketing // Digital public relations and community management // Copywriting // Photography // Video segment producer // Project management

**Industries:** Manufacturing // Franchise // Travel // Publishing // Direct response marketing

**Programs / Platforms:** Microsoft Office Suite; G Suite; Adobe Creative Suite; Canva, Pic Collage and Picmonkey; Wordpress, Squarespace and Wix; Constant Contact, Mailchimp and Emma; Basecamp, Harvest, Meistertask and Slack; Buffer, Sprout Social and Hootsuite; Facebook, Twitter, Instagram, Pinterest and LinkedIn; CMS and HTML tools; and more (not an exhaustive list)

**Select work history:**

Contractor | Coconut Creek, Florida | 2014 - Present

**Independent Digital Media Planner, Graphic Designer, Content Creator, Copywriter**

I am an award-winning marketing communications professional with exceptional ideation skills, able to collaborate and lead while meeting expectations, budgets and objectives.

Chauvet | Sunrise, Florida | 2010 - 2014

**Creative Director**

While managing an in-house agency of graphic designers, video producers, and communications specialists, I led the creative development for this manufacturer's four brands of entertainment lighting and fixtures. Facets of this role included: brand management, copywriting, inbound marketing, trade show marketing, media buying, and writing news releases, case studies, social media and blog content. A highlight was increasing the company's media coverage by 90 percent in a 2-year period while securing its first cover story within the industry's press.

Cruise Planners/American Express | Coral Springs, Florida | 2007 - 2010

**Marketing Communications Manager**

I oversaw the creative development of this franchise company's print, digital and web collateral (direct and channel marketing), while serving as chief copywriter, community manager of its social media platforms, and production manager.

Costa Cruises | Hollywood, Florida | 2006 - 2007

**Production Manager, Marketing**

This global cruise line appointed me head of production for all of its marketing materials (print, web, manufacturing, and more) for the North American office.

First Marketing | Pompano Beach, Florida | 2004 - 2006

**Copywriter | Project Manager**

After joining this marketing company and managing the production of its newest channel marketing segment, I moved into the creative team where I wrote copy for the cable, telecom and automotive sectors. I also took on an additional role of project manager for the clinical drug trial and telecom sectors, and B2B direct response marketing campaigns.

Gulfstream Media Group | Ft. Lauderdale, Florida | 2000 - 2004

**Editor | Photographer | Production Manager**

Entrusted with the production of 13 regional magazine titles, I also wrote articles, created columns, took editorial photographs, and streamlined the trafficking process, which reduced production and overhead costs by 35 percent.

**Awards**

Gold Addy and Silver Addy | AAF Greater Ft. Lauderdale

Gold Award Winner and Silver Award Winner | Travel Weekly's Magellan Awards