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CITY OF COCONUT CREEK



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CITY CLERK DEPARTMENT

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

2019 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, April 11, 2019.

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 by clicking on the following link: [City Boards-Committees](#))

- *CIVIL SERVICE BOARD
- COMMUNITY OUTREACH ADVISORY BOARD (New)
- EDUCATION ADVISORY BOARD (New)
- ENVIRONMENTAL ADVISORY BOARD
- PARKS & RECREATION ADVISORY BOARD
- *PLANNING & ZONING BOARD
- PUBLIC SAFETY ADVISORY BOARD (New)
- *AFFORDABLE HOUSING ADVISORY COMMITTEE (AHAC) (Pursuant to Section 420.9076, Fla.Stat., in addition to a representative from the City's Planning & Zoning Board, the AHAC must consist of representatives who are actively engaged in at least six of the categories below. If you are applying to serve on the AHAC, please check-off the category below for which you qualify):

- Residential home building industry in connection with affordable housing
- Banking or mortgage banking industry in connection with affordable housing
- Home building in connection with affordable housing
- Advocate for low-income persons in connection with affordable housing

(list is continued on next page)

- For-profit provider of affordable housing
- Not-for-profit provider of affordable housing
- Real estate professional in connection with affordable housing
- Resident of Coconut Creek
- Business owner within Coconut Creek
- Essential services personnel, as defined in the local housing assistance plan

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

- | | | |
|--|-------------------|------------------|
| — Are you a resident of Coconut Creek? | Yes <u> X </u> | No <u> </u> |
| — Are you a registered voter (elector) in Broward County? | Yes <u> X </u> | No <u> </u> |
| — Do you hold a public office? | Yes <u> </u> | No <u> X </u> |
| — Are you employed by the City? | Yes <u> </u> | No <u> X </u> |
| — Are you a member of a City Board? | Yes <u> </u> | No <u> X </u> |
| — Have you ever served on a City Board? | Yes <u> </u> | No <u> X </u> |
| — Are you away from the City for extended periods of time? | Yes <u> </u> | No <u> X </u> |
| — Would you serve on a Board other than the one(s) selected? | Yes <u> X </u> | No <u> </u> |
| — Have you graduated from the City's Citizen Academy? | Yes <u> </u> | No <u> X </u> |



SIGNATURE: _____ Date: 3/20/19

* 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

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 Graphic Designer and Content Creator

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