



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: Larmond Phone: 305-336-2629
FirstName: Whitney Alternate Phone: Enter alternate phone
Home Address: 842 Banks Road, Coconut Creek, FL, 33063 E-mail: wlarmond2007@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: Whitney Larmond

Date: 6/16/20

WHITNEY LARMOND

Coconut Creek, FL, 33063 | 305.336.2629 | wlarmond2007@gmail.com

SUMMARY

Community outreach coordinator with 5+ years of experience in marketing, outreach and recruitment. Proven track record of increasing brand awareness through strategic marketing and community engagement while coordinating various projects in the nonprofit and higher education sector.

SKILLS

Marketing Strategy

Marketing Communications

Public Speaking

Project Management

Community Engagement

Microsoft Office

EXPERIENCE

Community Outreach Coordinator

OIC of South Florida - Fort Lauderdale, FL

April 2018 to Present

- Assist in developing and implementing program specific marketing and recruitment strategies as well as community outreach programs
- Currently managing Career Readiness Workshop initiative with the City of Dania Beach
- Identify and foster relationships with community partners to generate referrals for OIC Workforce Development and Reentry programs
- Coordinates OIC's participation at community and business-related events
- Maintains OIC-SFL's internal marketing calendar and database that contains an active list of partners, community agencies, education outlets, and marketing contacts
- Responsible for increasing brand awareness through presentations in the community
- Assist with coordinating community liaisons' tasks

Enrollment Counselor

Union Institute & University - Hollywood, FL

August 2014 to April 2018

- Developed and implemented outreach, marketing and recruitment strategies
- Assisted and counseled all interested applicants from inquiries to enrollment
- Represented the University at appropriate professional events and conferences
- Organized University events

EDUCATION AND TRAINING

Lean Six Sigma: Yellow Belt

Broward College, 2019

Master of Science in Organizational Leadership

Union Institute & University, Hollywood, FL, 2015-2016

Bachelor of Science in Marketing

Florida Atlantic University, Boca Raton, FL, 2007-2011