

STATE OF GEORGIA
CITY OF DUNWOODY

RESOLUTION 2019-12-34

**A RESOLUTION TO APPOINT A MEMBER OF THE DUNWOODY VOLUNTEER
COORDINATING COMMITTEE FOR THE CITY OF DUNWOODY, GEORGIA**

WHEREAS, the City of Dunwoody is authorized by the City Charter to create boards, commissions and authorities as the Mayor and City Council deem necessary; and

WHEREAS, Resolution 2011-04-24 formalized the Dunwoody Volunteer Coordinating Committee for the City of Dunwoody, Georgia; and

WHEREAS, the Mayor and City Council had previously appointed Stacy Blackmon as a member of the Dunwoody Volunteer Coordinating Committee of the City of Dunwoody, with a term expiring on June 30, 2019; and

WHEREAS, the position held by Stacy Blackmon has become vacant prior to the expiration of the term; and

WHEREAS, the Mayor of the City of Dunwoody is authorized with confirmation from the City Council to appoint the following person as a member of the Volunteer Coordinating Committee of the City of Dunwoody with the following term of office:

Michelle Henderson, 3 year term..expiring June 30, 2019

WHEREAS, this Resolution shall become effective upon its adoption.

NOW THEREFORE BE IT RESOLVED AND EFFECTIVE by the Mayor and Council of the City of Dunwoody while in regular session on January 14, 2019 at 6:00 pm that Michelle Henderson is appointed as a member of the Volunteer Coordinating Committee of the City of Dunwoody for the designated term.

Approved:

Denis L. Shortal, Mayor

Attest:

Sharon Lowery, City Clerk
(SEAL)



APPLICATION FOR APPOINTMENT

4800 Ashford Dunwoody Road | Dunwoody, GA 30338

Phone: (678) 382-6700 | Fax: (678) 382-6701

The Dunwoody City Council believes that citizens bring valuable insights and are a skilled resource in the community. The Council encourages all citizens to consider becoming involved in the city government by serving on a Board, Commission, or Committee. Applications are accepted throughout the year.

To be considered for an appointment to a municipal board, commission, or committee, please complete and submit the following application and send it with a resume to the City Clerk, Sharon Lowery. Applications and resumes may be submitted by e-mail to sharon.lowery@dunwoodyga.gov, by fax to (770) 396-4705, or by mail to 4800 Ashford Dunwoody Road, Dunwoody, GA 30338.

* Applicant Information

| | | |
|--|--------------------------------------|--------|
| Name: Michelle Henderson | | |
| Address: 4756 Ashford Club Drive, Dunwoody, GA 30338 | | |
| Phone: 678-443-8607 | Cell: [REDACTED] | |
| Email: michelle.henderson@meggitt.com | | |
| Place of Employment: Meggitt Training Systems | Occupation Global Marketing Director | |
| How long have you been a resident of Dunwoody? | 13 Years | Months |

* Board / Commission / Committee for which you would like to be considered

| | |
|--|--|
| <input type="checkbox"/> Alcohol License Review Board | <input type="checkbox"/> Planning Commission |
| <input type="checkbox"/> Audit Committee | <input type="checkbox"/> Sustainability Committee |
| <input type="checkbox"/> Board of Ethics | <input type="checkbox"/> Urban Redevelopment Agency |
| <input type="checkbox"/> Construction Board of Adjustment and Appeals | <input checked="" type="checkbox"/> Volunteer Coordinating Committee |
| <input checked="" type="checkbox"/> Convention and Visitors Bureau of Dunwoody | <input type="checkbox"/> Zoning Board of Appeals |
| <input type="checkbox"/> Design Review Advisory Committee | |
| <input checked="" type="checkbox"/> Development Authority | |
| <input type="checkbox"/> No preference, I just want to volunteer! | |

* Interest and Experience (Please also attach or submit a resume)

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|---|
| Why are you interested in serving on a board / commission / committee? |
| As a long-term Dunwoody resident, I'd like to get more involved in the community. I have a six-year old daughter and want to ensure Dunwoody will be a thriving, safe, energetic city in years to come. |
| What experience do you possess that would be of benefit to a board / commission / committee? |
| In addition to my work achievements (global marketing, management, budgets, etc.), I've also served as the President of the Junior League of Pensacola, overseeing 600 volunteers and thousands of community service manhours. I also served as the President of the Pensacola Christmas Parade (attendance of 60,000), coordinating all public and private service entities. |

* Terms & Conditions

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|--|---------------|
| <i>I hereby attest that all statements and information provided in this application are true to the best of my knowledge. I understand that I may be interviewed prior to consideration for appointment.</i> | |
| <i>I hereby agree that if appointed to serve as a member of a City of Dunwoody Board, Commission, or Committee, I will spend my time, skills, and energy on the goals and mission of the Board, Commission, or Committee including preparation for meetings. Furthermore I agree that, if appointed, my term will be governed by the By-laws of the Board, Commission, or Committee to which I am appointed.</i> | |
| <i>I understand that if appointed, I will make an effort to attend all meetings and must attend at least two-thirds of the scheduled meetings in order to remain a member in good standing.</i> | |
| Applicant's Name: Michelle Henderson | |
| Applicant's Signature: | Date: 6-13-18 |

Submit!

Michelle Henderson

4756 Ashford Club Drive, Dunwoody, GA 30338

PROFESSIONAL SUMMARY

An executive with progressive and successful experience in all phases of marketing, sales and general management. Key strengths in the creation and marketing of new products and repositioning of existing products for increased revenue. Major experience in:

- Strategic Planning
- Advertising
- Public Relations/Communications
- Organizational Development
- Consumer Promotion
- Product Growth

EMPLOYMENT HISTORY

MEGGITT TRAINING SYSTEMS

Global Marketing Director

2013 - Present

Atlanta, GA

Direct all global branding, marketing and communication strategy for \$150 million defense company. Increase sales opportunities by 45% by repositioning 90 year old brand as the global market leader in simulation and live fire training products, services and programs. Develop and manage a budget of \$3,000,000, supervising 10 employees.

- Direct all corporate product marketing, competitive intelligence, public relations, communications, online marketing, trade shows, lead development and creative services.
- Manage all internal and third party website redesign, updating content with more multi-media, case studies, white papers, infographics and blog. Increase traffic 38%, leads 56% and optimize conversions by 147%.
- Create multi-campaign digital marketing and SEM programs: drive demand generation and lead nurturing by 38% in 6 months and increase sales opportunities by 45% through CRM implementation and administration.
- Launched comprehensive social media plan and execution, leveraging key web 2.0 tools in support of traditional media campaigns, increasing brand awareness and improving SEO.

THE UNIVERSITY OF WEST FLORIDA

Director of Marketing

2011 - 2013

Pensacola, FL

Direct multi-faceted team of four, overseeing advertising campaigns, marketing communications and branding for the university, web services, alumni, development and satellite campus locations.

- Manage ad planning, buying and placement, developing media plans for traditional, direct response and SEO / SEM campaigns. Prepare and analyze reports to establish and calculate ROI benchmarks to align with the institution's strategic priorities, generating a 32% increase in inquiries and a 27% lift in enrollment YOY.
- Establish media buy and campaign financial overviews to improve cost efficiencies by 18%, saving \$100,000 annually.
- Administer creative brief development, focus group research, ideation process development, client project deliverables, structural design concepts and marketing action plans based on project deadlines and budget.

COX MEDIA / COX COMMUNICATIONS

Regional Director of Marketing

2005 - 2011

Pensacola, FL

Accountable for regional marketing program development to increase demand for cable television advertising and digital media solutions. Manage staff of 15 professionals and \$1.2M+ budget. Initially hired as Marketing Manager in 2005; promoted to Florida Marketing Manager in 2006 and Regional Director of Marketing in 2010.

- Develop marketing strategy, life cycle planning, market research, e-marketing, SEO /SEM, social media, agency management, public relations, messaging and tactical implementation.
- Implement new digital media products, product positioning, sponsorship/events management, marketing collateral and new product launch, resulting in incremental revenue growth of \$7.5M and lead generation campaign growth of 56% YoY.
- Lead B2B and B2C customer support activities, managing marketing and production teams with internal and external clients. Oversee the annual creation of 1,600 video productions.
- Launch new consumer campaign in TV, print, relationship marketing/direct mail, digital media and client education, increasing brand awareness by 50% in two years.
- Oversee launch and development of customer loyalty program, working with 10 departments on creation process adherence and monthly maintenance. Incremental revenue generation of \$100,000 in first 7 months of program's inception.

PENSACOLA NEWS JOURNAL**2003 - 2005*****Marketing Communications Manager*****Pensacola, FL**

Accountable for marketing strategic planning, business development, production and P&L responsibility for \$57 million media company. Direct team of five in the creation of over 1,200 marketing and promotional pieces annually, garnering 19 national, regional and local awards.

- Execute consumer marketing programs including advertising, POP, collateral development, outdoor, broadcast, print, email campaigns, media relations, trade shows and digital advertising.
- Develop regional promotions to increase advertising revenue, circulation sales, readership, online page views, brand awareness and community perception. Increase YoY ad sales 27%, 12% circulation penetration, and 10% online visits.
- Manage four new publications from concept to inception, overseeing all strategic planning, marketing functions and branding initiatives, generating \$3.5 million in annual revenues.
- Serve as communications liaison, writing/disseminating press releases, managing internal/external communications and acting as the company's media spokesperson. Conduct company-wide brand management workshops and team training.

SAM & LIBBY FOOTWEAR**1999 - 2003*****National Director of Marketing & Communications*****Atlanta, GA**

Full marketing, advertising and promotional responsibilities for 65+ national retail chain with \$100 million sales. Oversee P&L for new products, research, sales promotion, e-commerce development, consumer affairs, and marketing communications for the company's total business portfolio. Hired, trained and managed staff of two.

- Direct all media buys, including radio, TV, print, direct mail and online. Coordinate product photo-shoots, in-store graphics, POP material design and production.
- Manage corporate website, online sales, product return/exchange coordination, customer service and weekly product web updates. Decrease customer receipt time by 60% through streamlined order process.
- Initiate comprehensive e-commerce campaign involving targeted SEM, banner ads, email blasts, digital and in-store customer membership program, resulting in 50% increase in online sales and 400% views / click-throughs.
- Build reach with national fashion magazines and TV series production companies to increase targeted product placements.

PONY EXPRESS DELIVERY SERVICES**1997 - 1999*****Corporate Director of Marketing*****Atlanta, GA**

A new position created to promote company's sell-off from Fortune 500 ownership and create brand recognition. Develop and implement marketing programs for national sales force. Manage staff of two marketing professionals.

- Direct the company's first national marketing campaign, consisting of print ads, radio, direct mail, sales collateral and community-sponsored events, winning the 1998 National *Communication Arts* Award for best U.S. magazine advertisement series.
- Create national public and investor relations program, formulating corporate press releases and formal reports to communicate significant company developments to national media and financial organizations.

EDUCATION

LOUISIANA STATE UNIVERSITY, Baton Rouge, LA

Degree: Bachelor of Arts Major: Advertising

E-MARKETING ASSOCIATION, 2017, 2016

Certifications: Certified Digital Marketer; Certified Marketing Consultant

SHAW ACADEMY, 2015, 2014

Certifications: Online Marketing; Social Media Marketing and Online Reputation Management