

14 OCT -9 P4:19

TO: Board of Commissioners
FROM: M. Green
SUBJ: Investment Committee Applicant
DATE: Sept 22, 2014

Attached is the resume of Paulette Alexandria who has applied for the open position on the Investment Committee. I have conducted a telephone interview with her and followed up with a formal interview in which Stuart Jacobson participated (member of the Investment Committee). We were both impressed by her professional background and her experience working on various government related activities in Marion county.

I am recommending her for appointment to the Investment Committee for a three year term.

Thank you for your consideration.

Accepted by Yamhill County
Board of Commissioners on
10-2-14 by Board Order
14-598

Yamhill County Membership Application for Advisory Board, Commission or Committee

Please return this application to the Board of Commissioners' Office:

Mail: 535 NE 5th St, McMinnville, OR 97128 • Location: 434 NE Evans St • Email hintonk@co.yamhill.or.us

Notes: 1) Yamhill County operates under the Oregon Public Records Law. Information contained in this application may be released upon proper request. 2) Planning Commissioners are bonded and must file an annual statement of economic interest with the Oregon Government Ethics Commission. 3) Fair Board members are bonded. 4) Solid Waste Advisory Committee (SWAC) applicants serve under ORS 459.320 Group Designations. 5) Yamhill County employees are prohibited from serving on the Housing Authority Board per ORS 456.095(3).

Yamhill County Local Investment Advisory Committee

8/13/2014

Name of Advisory Board, Commission or Committee

Date

Applicant's name (please print) Paulette Alexandria

Applicant's occupation retired (Marketing, Teaching) Referred by _____

Mailing address PO BOX 728 Carlton 97111
box or street address city zip code

Residence address 9850 Homestead Lane Carlton 97111
street address city zip code

Telephone: preferred contact number 503-692-5872 E-mail address canterlandfarm@gmail.com

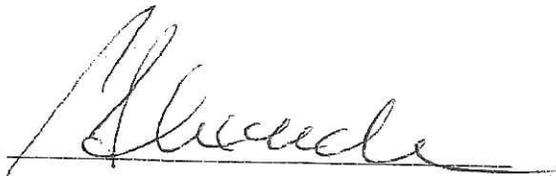
Organizational affiliation if applicable Former Board Member Marion County Planning Commission

SWAC applicants list the ORS 459.320 Group Designation: _____

Information to assist the Board of Commissioners in considering your application (the back of this page may be used if more space is needed and a resume may be attached):

After working as a college business teacher and in marketing and finance for several years I am seeking a volunteer position where I can give back to my community. In Marion County, I was on the Board for the Marion Soil and Water Conservation District and the Marion County Planning Commission. (See resume for details of professional/education background.)

Applicant's signature



For office use only

B.O. # 14-598

Date approved 10.2.14

Paulette Alexandria

9850 NW Homestead Lane
Carlton, OR 97111
503-692-5872
canterlandfarm@gmail.com

The Oregonian – Community Programs Media Consultant/Marketing Manager - Feb. 2009 – Oct. 2011

- Created and implemented print and online marketing/advertising plans for a wide variety of retail customers (SEM,SEO)
- Manage key account relationships (Winterhawks, Oregon Zoo, Humane Society, Portland Playhouse)
- Manage selection and implementation of SEM/SEO, Print, Digital Impression and Magazine media.
- Create/wrote presentations, reports and marketing materials to persuade/educate internally and externally.
- Create/wrote email marketing campaigns, copy and updated the company website.
- Execute brand strategies to ensure a consistent company sales and marketing message.
- Created the Oregonian brand image at major area events.
- Negotiate and implement marketing sponsorship contracts.

The Oregonian – Outside Sales Manager - March 2005 – Feb. 2009

- Created/wrote and implemented marketing strategy for the department
- Managed and organize sales unit of up to 27 sales persons and administrative staff.
- Interviewed, hired and trained, and scheduled shifts for employees.
- Designed/wrote and implemented learning curriculum and training programs.
- Coached/mentored employees towards continual development.
- Negotiated contracts with retail store/mall corporate management to secure retail locations.
- Created/wrote sales strategies, contests, compensation and bonus structures.
- Demonstrated organizational skills and ability to effectively manage multiple tasks/assignments and problem solve.
- Created policy, procedures and evaluations.
- Created oral presentations and written reports to management.
- Managed public image strategy for program and coordinated promotion campaign.
- Arranged and managed presence at trade shows, malls, county and state fairs.

Smith Barney (Citigroup) – Financial Consultant - July 1996 – March 2005

- Created/wrote and implemented marketing strategy for business unit
- Created/wrote educational materials for seminars/direct mail initiatives and presented financial seminars and classes.
- Business development activities for key account acquisitions.
- Demonstrated event management and group facilitation skills by conducting public seminars.
- Licensed – Series 7, 32 and for life and health insurance.

Teaching History

Northwest Christian University – Instructor

- Statistics and Business Research Methods, Intro to Management, Systems Management, Principles of Marketing

Southern Oregon University – Instructor

- Labor Law, Marketing

Rogue Community College – Instructor

- Marketing, Sales

Educational History

Master's of Business Administration – Southern Oregon University

Bachelor's of Science in Business Administration – Southern Oregon University

Other

- Technical writing – OSHA Blood Borne Pathogens Plan and American's with Disabilities Act Plan
- Marion County Planning Council – Board Member until 7/2013
- Marion County Soil and Water Conservation – Board Member until 7/2013
- Past Treasurer and Board Member – Oregon Dressage Society.
- Volunteer Coordinator – Numerous large events.

B.O. 14-598