



Mayor of Providence

Brett P. Smiley

May 31, 2024

Honorable Members
Providence City Council
City Hall

Dear Honorable Members:

Pursuant to Sections 302(b) and 1013 of the Providence Home Rule Charter of 1980, as amended and Public Law, Chapter 45-50, Sections 1 through 31 passed in 1987, I am this day appointing Cyd McKenna, of 28 Bainbridge Avenue, Providence, Rhode Island 02909, as a general citizenry category member of the City Plan Commission for a term to expire on January 31, 2029, and respectfully submit the same for your approval. Ms. McKenna replaces Ms. Verdi who has resigned.

Sincerely,

A handwritten signature in blue ink that reads "Brett P. Smiley" followed by a vertical line.

Brett P. Smiley
Mayor

IN CITY COUNCIL

JUL 18 2024

READ AND DENIED WITHOUT PREJUDICE

A handwritten signature in blue ink that reads "Tina L. Mastromarino" followed by the word "CLERK" in capital letters.

Cyd McKenna

(401) 663-7002 * cam177@mail.harvard.edu * Providence, RI 02909

Dynamic leader with a proven track record at Phase 2 Consulting, adept in corporate communications strategy and creating compelling narratives that resonate with target audiences. Spearheaded innovative public relations campaigns translating complex ideas into clear messages, and excelled in strategic advising. Skilled in media relations and fostering community connections, consistently achieving strategic objectives with enthusiasm and creativity.

Experience

NOV '21 - PRESENT

Principal | Phase 2 Consulting, Providence, RI

- * Creates public facing and internal communication strategies for corporate clients. Excels at using storytelling to convey company priorities and values in an everchanging landscape of public perception
- * Specializes in translating complex concepts into clear and engaging messages both across internal teams and in multi-channel public facing communications
- * Develops and manages third party relationships around corporate social responsibility, sustainability, philanthropy, and perception in a global community
- * Intuitive creative thinker with unique industry insights and a keen ability to understand flag important issues early

APR '20 - NOV '21

Chief of Staff | The Collective PAC, Washington, DC

- * Collaborated with The Collective's President and Board of Advisors to create, support and implement an organization-wide strategic plan including fundraising and resource deployment
- * Created and implemented a stakeholder engagement communications plan to align messaging and goals among external partners
- * Provided talking points and interview prep for television and other media engagements for the principals
- * Ensured highly productive and efficient day-to-day functioning and management of the organization's operational initiatives and priorities
- * Was responsible for the development and oversight of work plans to meet strategic goals and objectives to ensure systemic alignment of the finance, political and leadership development programs within the organization and staff supervision, including managing The Collective's performance management process

AUG '19 - APR '20

Executive Director | The Rhode Island Democratic Party, Warwick, RI

- * Handled all media relations including interview requests, briefings, talking points, interview prep, writing press releases, doing media appearances and cultivating and maintaining relationships with local and national media
- * Developed and executed communications plan for the 2020 election cycle
- * Aligned social media accounts and party leadership messaging with national platform

- Managed multiple databases and fielded data requests from local and national partners

JAN '19 - AUG '19

Deputy Director of Communications | RI House of Representatives, Providence, RI

- Created and executed a robust social media program for the Speaker of the House of Representatives and members of House Leadership across multiple platforms and channels
- Handled press briefings and media appearances from the House floor during session
- Worked on cross functional teams providing advice and pitching solutions for crisis communications and rapid response briefings
- Maintained an important sense of issues across the landscape providing leadership valuable insights and recommendations
- Wrote speeches, talking points and press briefings

NOV '15 - DEC '17

Chef of Staff | Providence City Council, Providence, RI

- Reorganized council office staff to maximize impact in industry related standards including GIS mapping & technological upgrades, budgeting, reporting and record keeping, media relations, web and social media presence, messaging, crisis management, scheduling, response time to constituents, communications to other legislative branch stakeholders, inter and intra office communication
- Managed day to day operations of a 15 person staff, including budgeting and forecasting
- Served as a spokesperson for the council, did media appearances, prepped leadership for interviews and managed relationships with local and national media
- Relationship management with the Mayor's office, as well as to the Governor's office and other statewide elected officials
- Managed crisis communications and leadership response to fast breaking news stories and other issues that required measured, quick and effective responses

Education

MAY '08

Master of Education

Harvard Graduate School of Education, Cambridge, MA

MAY '07

Master of City Planning

MIT, Cambridge, MA

Skills

Corporate communications strategy

Creating compelling narratives and translating ideas across teams and geographic locations

Strategic advising and problem solving

Media relations, interview preparation and rapid response communications strategy