



Mayor of Providence

David N. Cicilline

January 27, 2010

Honorable Members
Providence City Council
City Hall
Providence, Rhode Island 02903

Dear Honorable Members:

Pursuant to Sections 302(b) and 1103 of the Providence Home Rule Charter of 1980, as amended, I am this day appointing Ms. Rosamaria Amoros, of 46 Iona Street, Providence, Rhode Island 02908, to the Human Relations Commission for a term to expire in January 2013, and respectfully submit the same for your approval.

Ms. Amoros will be replacing Mr. Kenneth Brown, whose term has expired.

Sincerely,

David N. Cicilline
Mayor

DNC: ljp

IN CITY COUNCIL
FEB 4 2010

READ
WHEREUPON IT IS ORDERED THAT
THE SAME BE RECEIVED AND APPROVED
 CLERK

Summary of Experience

Experienced marketing communications/development practitioner with a background in corporate, healthcare, government, non-profit, entertainment and agency practice areas. Most recently charged with overseeing community relations, friendraising and recruitment for an intensive training program for urban young adults. Prior to this position, I was responsible for developing and executing comprehensive communications programs for diverse clients – from global consumer brands (such as Nike Golf, Safety 1st and Clarks) to regional coalitions and tech start-ups. Inspired by teamwork, quality outcomes and powerful messaging, I worked collaboratively with clients to help shape their organizational message – in terms meaningful to their constituencies – and drive growth through targeted, cross-channel campaigns. Developed innovative campaigns that build and protect clients' brands, raise capital and drive consumer loyalty, effectively positioning clients as market leaders and engaged corporate citizens. Media campaigns, specifically, resulted in coveted editorial placements in consumer lifestyle publications, industry trades, national newspapers and on newswires and syndicated radio/television shows.

Employment History

Year Up

Director, Recruitment, Outreach & Student Services

Providence, Rhode Island

January 2008 – present

Oversee recruitment, outreach and student services for Year Up Providence. My charge is to develop and execute on the site's community outreach/recruitment strategy, ensuring a robust resource network for engaging donors and recruiting students, professional mentors, guest lecturers and volunteers. Successfully recruit, prepare and enroll a full student roster for each starting class (Year Up enrolls two classes per calendar year) and liaise between Year Up and community, business and government partners to raise program visibility among key influencer groups. Since joining Year Up, I've maintained 100 percent student and mentor enrollment and assisted in increasing retention from the 60th percentile to the 90th. I've also increased volunteerism from the business sector by 60 percent and assisted in raising more than \$80,000 through friendraising events. In addition to recruitment and outreach, I oversee the student services function for the program, serving as a critical support to students in times of crisis and in their day-to-day activities. Peripheral duties include serving on the national marketing/communications and diversity committees as well as serving as a student advisor, group facilitator, site instructor and liaison between Year Up Providence and its PR agency of record.

Greenough Communications

Account Supervisor / Internship Program Administrator

Boston, Massachusetts

March 2007 – January 2008

Managed retainer accounts in technology, healthcare, corporate, public policy and consumer practice areas. I developed and executed winning public relations strategy, grounded in solid media/analyst relations, thought leadership and web relations. As the day-to-day client contact, my goal was to provide superior client service, ensuring campaigns ran smoothly and met client expectations. Account work ranged from launching corporate blogs to coordinating speaking engagements to conducting press/analyst tours and managing press relations around high-profile legislation. Drafted and placed bylined articles, case studies and white papers on critical issues impacting client industries. Peripheral duties included serving as a mentor for junior-level staff and overseeing the agency's professional development and internship programs.

Duffy & Shanley

Account Executive / Internship Program Administrator

Providence, Rhode Island

May 2005 thru February 2007

Managed both retainer and project-based accounts across a wide range of consumer, business-to-business and public affairs clients. Client industries included footwear/apparel, sports, municipal water treatment and emergency preparedness, telecommunications, juvenile products and affordable housing. Developed and executed PR programs that met business drivers – specifically, those designed to elevate brand visibility via high-level editorial placements, to raise capital or to galvanize support for (and spur dialogue on) a 'hot-button' issue. In 2006, earned media results led to receipt of the agency's Presidential Award for Best Media Placement. Peripheral duties included supervising junior-level staff and managing the agency's internship program – which included recruitment, supervision and mentorship responsibilities.

NBC Universal – Entertainment Television

Studio Publicity Associate

Burbank, California

January 2005 thru May 2005

Assisted senior-level press managers and executives in the Press & Publicity department in managing talent and media relations for NBC's current and prospective show lineups. Responsibilities included drafting storylines, script analyses and media materials as well as proactively pitching media to create a favorable 'buzz' around studio pilots and events. Peripheral duties included maintaining studio clip archives and distribution schedule, managing award nominations for studio talent and coordinating and staffing red-carpet events, including the *Annual Golden Globe® Awards*, *NBC Press Tour* and *Daytime Emmy® Awards*. Peripheral duties as assigned.

*Associated Press
Freelance Writer*

*Providence, Rhode Island
August 2003 thru January 2005*

Covering news events throughout Rhode Island and southeastern Massachusetts, wrote articles for both the national and international wires. Sample news stories included the Iraqi war and its regional impact, historic judicial rulings: civil union and movie premieres/celebrity interview.

*Cranston Arc
Communications Manager*

*Cranston, Rhode Island
November 2001 thru January 2005*

Developed communications programs designed to elevate visibility of the agency's mission with both internal and external audiences. Key responsibilities included coordinating fundraising events, producing agency collateral – newsletters, releases, website content, monthly mailers, brochures, factsheets and media kits – and community relations. Peripheral duties included overseeing administrative support personnel.

*Rhode Island Public Transit Authority
Community Relations Manager, Marketing & Communications Coordinator*

*Providence, Rhode Island
March 1998 thru January 2000*

Oversaw the community relations division; responsibilities included media relations, event planning, constituency relations and speechwriting for senior-ranking officials. Worked with the authority's agency of record to coordinate the authority's ad buy and to develop general and event-specific collateral, including street signage, bus route programs, newsletters, fare passes, advertisements and media kits. Peripheral duties included supervising interns.

Education

*Salve Regina University
Newport, Rhode Island*

*Master of Business Administration
International Relations/Marketing*

GPA 3.8/4.0; graduating May 2010.

*Providence College
Providence, Rhode Island*

*Bachelor of Science
Organizational Communications*

Graduated Summa Cum Laude, concentrating in Organizational Communications with a minor in the Humanities. GPA 3.96/4.0; class ranking: first in major/second overall. Honors commencement key note speaker.

Specialized Skills

- ~ Extensive online research experience
- ~ Excellent verbal communications skills
- ~ Experienced journalist/copywriter, fluent in AP style
- ~ Fully computer proficient with knowledge of MS Office Suite, Photoshop, Pagemaker, Illustrator, FrontPage, Factiva, Cision, Vocus and a host of other software applications

Professional Boards & Memberships

- Epsilon II Class, Leadership Rhode Island (2009); Recruitment Committee Member*
- Advisory Board Member, Osiris Education Collaborative (2007 – present)*
- Member, Urban League of Rhode Island (2006 – present)*
- Member, Public Relations Society of America (2006 – present)*
- Member, Alpha Sigma Lambda Honor Society (2004 – present)*
- Marketing & Communications Chairperson, Rhode Island Young Professionals (2006 – 2008)*
- Board of Directors, Marketing & Communications Committee Chair, House of Hope (2006 – 2007)*
- 2006 New England Publicity Club Beltringer Award Winner*
- Board of Directors, Youth-in-Action (2007)*
- Member, National Association of Hispanic Journalists (2003 – 2006)*