

EMPLOYMENT APPLICATION



CITY OF DELRAY BEACH
100 NW 1st Avenue
Delray Beach, Florida 33444
561-243-7125
<https://www.delraybeachfl.gov/home>

spates, serena
01190 VOLUNTEER COMMITTEE / ADVISORY BOARD MEMBER

Received: 5/20/20 5:30 PM
For Official Use Only:
QUAL: _____
DNO: _____
☐ Experience
☐ Training
☐ Other: _____

PERSONAL INFORMATION

POSITION TITLE: VOLUNTEER COMMITTEE / ADVISORY BOARD MEMBER		EXAM ID# : 01190
NAME: (Last, First, Middle) spates, serena		SOCIAL SECURITY NUMBER: N/A
ADDRESS: (Street, City, State/Province, Zip/Postal Code) 5041 massy drive, LAKE WORTH, New Jersey 33463		EMAIL ADDRESS: serenareding01@gmail.com
HOME PHONE: 5613779227	ALTERNATE PHONE: 5613779227	NOTIFICATION PREFERENCE: Email
DRIVER'S LICENSE: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	DRIVER'S LICENSE: State: FL Number: [REDACTED]	LEGAL RIGHT TO WORK IN THE UNITED STATES? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

PREFERENCES

MINIMUM COMPENSATION: \$35.00 per hour; \$65,000.00 per year	ARE YOU WILLING TO RELOCATE? <input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Maybe
WHAT TYPE OF JOB ARE YOU LOOKING FOR? Regular	
TYPES OF WORK YOU WILL ACCEPT: Full Time	
SHIFTS YOU WILL ACCEPT: Day, Evening, Weekends, On Call (as needed)	
OBJECTIVE: My objective is to utilize my marketing and event management skills to create and curate events that will engage the community.	

EDUCATION

Nothing Entered For This Section

WORK EXPERIENCE

DATES: From: 9/2019 To: Present	EMPLOYER: Delray Art Garage	POSITION TITLE: Director of Marketing
ADDRESS: (Street, City, State/Province, Zip/Postal Code) 94 ne 2nd ave , Delray Beach , Florida, 33463		COMPANY URL: artsgarage.org
PHONE NUMBER: 5614506357	SUPERVISOR: Marjorie Waldo - CEO & President	MAY WE CONTACT THIS EMPLOYER? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
HOURS PER WEEK: 40	SALARY: \$3,600.00/month	# OF EMPLOYEES SUPERVISED: 8
DUTIES: Leads the external and internal marketing communications strategies. Create and implement an annual strategic marketing plan for financial development and membership acquisition campaigns. Content across all platforms including social media, digital, and print. Generates news coverage by pitching press outlets and writing press releases. Supervise two in-house graphic designers, marketing assistant, videographer and social media interns.		
DATES: From: 4/2020 To: Present	EMPLOYER: WXEL SOUTH FLORIDA PBS	POSITION TITLE: Community Advisory Board
ADDRESS: (Street, City, State/Province, Zip/Postal Code) 3401 S. Congress ave. , Boynton Beach , Florida, 33426		COMPANY URL: southfloridapbs.org
PHONE NUMBER: (305) 424-4181	SUPERVISOR: Joyce? Belloise - Vice President of Content and Community Partnerships	MAY WE CONTACT THIS EMPLOYER? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
HOURS PER WEEK: 1	SALARY: \$0.00/month	# OF EMPLOYEES SUPERVISED: 0
DUTIES: Serves as a liaison between community and WXEL to provide effective community input to the stations' governing body in regards to station programming and community service and impact. Attends quarterly board meetings.		
DATES: From: 11/2016 To: 7/2018	EMPLOYER: Hoboken Grace Community Church	POSITION TITLE: Communications Director

ADDRESS: (Street, City, State/Province, Zip/Postal Code) NYC, New York		COMPANY URL: hobokengrace.com
PHONE NUMBER: (201) 795-5485	SUPERVISOR: Rachel Ciccarella - Director	MAY WE CONTACT THIS EMPLOYER? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
HOURS PER WEEK: 40	SALARY: \$4,000.00/month	
DUTIES: Developed strategic communications and marketing plan based on key metrics. Worked with directors and staff to develop and maintain communications strategies, objectives and policies based on budget requirements. Analyzed marketing/communications trends and recommended changes based on analysis and feedback. Ensured that employees, members and stakeholders were well informed of campaigns, events and initiatives. Ensured that communications across all platforms were consistent and clear. Managed several different social media platforms by creating shareable and engaging content. Worked as a liaison to deliver press releases, advertisements and other marketing materials to media outlets.		
REASON FOR LEAVING: Relocated		
DATES: From: 11/2014 To: 11/2016	EMPLOYER: Interior Motif	POSITION TITLE: Marketing Manager
ADDRESS: (Street, City, State/Province, Zip/Postal Code) 629 washington street , new york , New York		COMPANY URL: interiormotif.com
PHONE NUMBER: (201) 418-9860	SUPERVISOR: Raquel Elbaz - Co-owner	MAY WE CONTACT THIS EMPLOYER? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
HOURS PER WEEK: 40	SALARY: \$3,500.00/month	# OF EMPLOYEES SUPERVISED: 10
DUTIES: Plan marketing and branding objectives. Prepare marketing strategies alongside other company executives and staff. Analyze market trends and recommend changes to marketing and business development strategies based on analysis and feedback. Oversee creation and delivery of press releases, advertisements, and other marketing materials to press and media outlets. Design print ads and publications. Ensure brand messages are consistent. Gather and analyze customer insight. Engage consumers on social media. Produce weekly show 'Behind the Shades.'		
REASON FOR LEAVING: new position		
DATES: From: 8/2010 To: 8/2014	EMPLOYER: WFGC-CTN	POSITION TITLE: executive producer
ADDRESS: (Street, City, State/Province, Zip/Postal Code) boynton beach, Florida		COMPANY URL: rhemi.org
PHONE NUMBER: 5617522029	SUPERVISOR: Carla Mays - Executive Producer	MAY WE CONTACT THIS EMPLOYER? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
HOURS PER WEEK: 40	SALARY: \$3,000.00/month	# OF EMPLOYEES SUPERVISED: 15
DUTIES: Works closely with associate producers to determine content needs. Responsible for writing, producing and editing promos and commercials for television and other digital platforms. Assists producers with gathering b-roll, conducting interviews and writing scripts. Copy edits scripts for accuracy and grammar. Pitch, write, shoot and edit news features. Maintains video library. Logs incoming video and audio.		
REASON FOR LEAVING: relocated		
DATES: From: 1/2007 To: 1/2008	EMPLOYER: PBS WUFT-TV News 5	POSITION TITLE: Reporter / Sports Anchor
ADDRESS: (Street, City, State/Province, Zip/Postal Code) gainesville , Florida		
SUPERVISOR: Tom - Krynski	MAY WE CONTACT THIS EMPLOYER? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
HOURS PER WEEK: 40	SALARY: \$2,500.00/month	# OF EMPLOYEES SUPERVISED: 2
DUTIES: Prepared news stories based on story pitches, newswires, press releases, etc. Conducted interviews, wrote stories, shot b-roll and edited videos for daily newscasts. * Often worked as one-man band. Provided live coverage. Included live shots. Created and maintained relationships within the community.		
REASON FOR LEAVING: Temp. position		

CERTIFICATES AND LICENSES

Nothing Entered For This Section

Skills

OFFICE SKILLS:

Typing: 55

Data Entry: 0

OTHER SKILLS:

LANGUAGE(S):

ADDITIONAL INFORMATION

Additional Information

10+ years of communications and media experience

Sponsorship and Fundraising

Crisis communication

Strategic planning

Financial planning

Public Relations

REFERENCES

REFERENCE TYPE:

Professional

NAME:

Rachel Ciccarella

POSITION:

Grace Kid Director

ADDRESS: (Street, City, State/Province, Zip/Postal Code)

301 Garden St. ,

EMAIL ADDRESS:

rachel@hobokengrace.com

PHONE NUMBER:

(201) 795-5485

REFERENCE TYPE:

Professional

NAME:

Raquel Assouline

POSITION:

co-owner

ADDRESS: (Street, City, State/Province, Zip/Postal Code)

EMAIL ADDRESS:

raquel@interiormotif.com

PHONE NUMBER:

(201) 418-9860

REFERENCE TYPE:

Professional

NAME:

Carla Mays

POSITION:

Executive Producer - Clergy

ADDRESS: (Street, City, State/Province, Zip/Postal Code)

EMAIL ADDRESS:

rhemichurch@aol.com

PHONE NUMBER:

5617522029

Agency-Wide Questions

- The Board application MUST be completed whether you submit a resume or not. It is important that your application show all the relevant experience and skills you possess that would assist you in serving on this committee or board. Applications must be received no later than ten (10) business days prior to the first City Commission meeting where the nomination for appointment to the board will be considered. Applications may be rejected if incomplete. Resumes alone WILL be rejected. PLEASE NOTE: A) ONCE YOU SUBMIT YOUR APPLICATION, YOU WON'T BE ABLE TO ADD OR CHANGE ANYTHING and you will NOT be able to reapply for the same position(s) during that posting period. B) The City of Delray Beach is a public entity subject to Chapter 119 of the Florida Statutes concerning public records. Therefore, please be advised that all applications are public record and subject to the disclosure provisions of Chapter 119 of the Florida Statutes. In addition, please be advised that applications will remain on file in the City Clerk's Office for a period of two (2) years from the date submitted. It is the applicant's responsibility to ensure that the application on file is current.
1. Acknowledged, I entered all my experience and information in this application. I understand that my application may be rejected if incomplete. Also, I understand that my application needs to be completed whether I submit a resume or not and I understand that resumes alone will be rejected. I have checked my application before submitting and I understand that I won't be able to change or add anything once the application is submitted. I also understand that my application is considered a public record and will remain on file in the City Clerk's Office for a period of two (2) years from the date it was submitted.
2. Declaration of Personal Information Exemption Personal Information provided in this application is public information unless the applicant qualifies for an exemption pursuant to Florida Statutes. You are encouraged to thoroughly read the applicable sub-sections of F.S. 119.071. If you qualify for an exemption, your address and phone number are protected information. If you have any questions, please contact the Clerk's Office at 561-243-7056. Do you qualify for a statutory exemption from public disclosure based upon F.S. 119.071?
- No
3. If you stated yes to the above, please list under which sub-section of F.S. 119.971 do you qualify for a statutory exemption from public disclosure?
4. The City of Delray Beach does not discriminate on the basis of race, color, national origin, sex, religion, age or disability, marital status, family status or sexual orientation in employment or the provision of services.
- Acknowledged
5. I identify my gender as...
- Female
6. Age
- 25-40
7. Occupation (If retired, please indicate former occupation or profession.)
- Director of Marketing @ Delray Arts Garage
8. How many years have you lived or worked in Delray Beach?
- I have lived and worked in Delray for 20+ years on and off. I am a native of Delray Beach with roots that are very deep. My mother was also born and raised here in Delray as well as a long line of relatives who were also born and raised here. Although I've traveled and spent a few years in NYC, I've always held Delray close to my heart and I am so excited to be home again. My family owns property and businesses in Delray and I have a vested interest in making sure that this city continues to grow and develop in a healthy and sustainable way.
9. Employer name and address
- Delray Arts Garage.
94 ne 2nd ave, Delray Beach, fl 33444
10. Home Phone
- 5613779227
11. Mobile Phone
- 5613779227
12. Business Phone
13. Please contact me at the following phone number
- Mobile
14. Please contact me at the following address.
- Home mailing
15. Do you or any of your family members work for or serve on the board of directors of any organization which has contracted with or applied for funding from the City of Delray Beach?
- No
16. Do you anticipate any involvement of this kind in the future? If yes, please describe the relationship.
- No.
17. Have you previously been employed by the City of Delray Beach?
- No
18. Have you served on the City Commission in the last year?
- No
19. Are you currently serving or have you previously served on any City boards?
- No

20. If yes to above, then please list the boards that you have served on, and your contributions to each?
21. Do you have any relatives employed by the City of Delray Beach?
No
22. EXPLANATION: If you entered yes for the question above, what is the name of the relative and your relationship.
(Please indicate N/A if not applicable)
23. Are you a registered voter?
Yes
24. How does your education or experience compliment the powers and duties of the Board?
I graduated from the University of Florida (Go Gators!) with a degree in Broadcast Journalism which has prepared me for a multitude of positions. I would say in the case of serving on the board my education has equipped me with communication and organizational skills needed to perform the job effectively. I also have a unique understanding of branding and story telling which gives me the ability to make sure that what the city is trying to communicate to the community comes across in a clear and effective way.
25. Please list any professional certifications, licenses or certificates that you possess that relate to the board for which you are applying.
26. Valid e-mail address is necessary to be able to receive notifications from City Clerk's department including but not limited to notices to schedule an interview, application received or rejected notices, etc. Most correspondence will be done through e-mail notifications. Please ensure that valid e-mail address shows on your application and that you remember your login information.

Acknowledged. It is my responsibility to provide a valid e-mail address for correspondence and e-mail notifications. I understand that if I don't check my e-mails or forget my login information, I might miss important messages regarding the position I applied for, and/or any tests or pre-requisites that might be required of me, which could result in missing the opportunity to be considered for the position.
27. I understand and agree that: The City of Delray Beach participates in E-Verify and will provide the federal government with your Form I-9 information to confirm that you are authorized to work in the U.S.
I understand and agree

Job Specific Supplemental Questions

1. I am interested in serving on the following committees, boards, groups or authorities. (Select up to 3 committees from the list below:
Affordable Housing Advisory Committee, Community Redevelopment Agency, Public Arts Advisory Board
 2. Please list any community activities that relate to this position.
I am currently on the WXEL South Florida PBS Advisory Board which allows me to play an integral part in making sure the station is serving the community in programming and in outreach. I am also the volunteer and outreach coordinator at Restoration House Empowerment Ministries in Delray Beach which I focus on providing community members with resources and materials they made need.
 3. List any experience that would assist you in serving on this committee, board, commission, or authority
As I mentioned I serve on the WXEL community advisory board which allows me to be a liaison between the community and WXEL making sure that the station is meeting the needs through effective programming. As the Director of Marketing at Arts Garage I constantly have my hand on the pulse of the community, making sure that I'm up to date on what's happening in the community and how we as an organization can create and market the programming that they need and want.
 4. Please indicate any activities you are involved with that may present a conflict of interest with the committee, board, commission, or authority you are applying for.
n/a
 5. How did you hear about the vacancy on this committee, board, commission, or authority?
Other
 6. If "other" was selected for question # 6, please describe here.
 7. Why do you want to serve on this committee, board or commission?
As a Delray Native who was born and raised here and with strong family roots here there is nothing I want more than to see this city continue to grow sustainably. This is such a unique place and it takes everyone to come together to make sure our village by the sea continues thrive. I want to continue to do my part in making sure I contribute to the beauty and success of Delray!
 8. What unique abilities/skillset/perspective would you bring if selected?
My ability to see things as a story teller and content creator will give me the ability to make sure policies, events, programming is communicated in an effective way. I also have the ability to gauge community and public concerns and critique and address those things effectively.
 9. Please describe your understanding of the functions and capacity of the board(s), committee(s), or commission to which you are applying?
My understanding is to work with city employees to make sure that we are addressing the community needs and adhering to the policies and pillars that are set forth.
 10. Have you ever attended a meeting of the board or committee for which you are applying?
No
I understand that by applying to this committee, board, commission, or authority, I am offering a reasonable portion of my time to the City of Delray Beach and the requirements that accompany this position, including, but not limited to, routine meetings, hearings and responsiveness to the public.
 11. Yes, I understand
-

The following terms were accepted by the applicant upon submitting the online application:

By clicking on the 'Accept' button, I hereby certify that every statement I have made in this application is true and complete to the best of my knowledge. I understand that any false or incomplete answer may be grounds for not employing me or for dismissing me after I begin work. I understand that I will have to produce documentation verifying identity and employment eligibility in the U.S. I understand that I may be required to verify any and all information given on this application. I understand that this completed application is the property of the City of Delray Beach and will not be returned. I understand the City of Delray Beach may contact prior employers and other references. I understand that I must notify the Human Resources Division of any changes in my name, address, or phone number.

This application was submitted by serena spates on 5/20/20 5:30 PM

Serena Spates

5041 Massy Drive
Lake Worth, FL 33463
(561) 377-9227
Serenaredding03@gmail.com

AREAS OF EXPERTISE AND QUALIFICATIONS

- 10+ years of communications and media experience
- Sponsorship and Fundraising
- Crisis communication
- Strategic planning
- Financial planning
- Public Relations

EXPERIENCE

WXEL South Florida PBS - Community Advisory Board

April 2020 - Present

Serves as a liaison between community and WXEL to provide effective community input to the stations' governing body in regards to station programming and community service and impact.

Attends quarterly board meetings.

Restoration House Empowerment Ministries International, Delray Beach, FL — Board Member

August 2018 - Present

Developed and implemented fundraising campaign which resulted in \$300,000 raised for new outreach facility.

Create and implement an annual fundraising campaign.

Monitor financial planning and financial reports.

Define and implement annual strategic goals.

Arts Garage, Delray Beach, FL — Director of Communications

September 2019 - Present

Leads the external and internal marketing communications strategies.

Create and implement an annual strategic marketing plan for financial development and membership acquisition campaigns. Content across all platforms including social media, digital, and print.

Generates news coverage by pitching press outlets and writing press releases.

Supervise two in-house graphic designers, marketing assistant, videographer and social media interns.

Hoboken Grace, NYC, NY — *Director of Communications*

November 2016 - July 2018

Developed a strategic communications and marketing plan based on key metrics.

Worked with directors and staff to develop and maintain communications strategies, objectives and policies based on budget requirements.

Analyzed marketing/communications trends and recommended changes based on analysis and feedback.

Ensured that employees, members, and stakeholders were well informed of campaigns, events, and initiatives.

Ensured that communications across all platforms were consistent and clear.

Managed several social media platforms by creating shareable and engaging content.

Worked as a liaison to deliver press releases, advertisements and other marketing materials to media outlets.

Interior Motif, NYC, NY — *Marketing Director*

January 2014 - November 2016

Created and managed marketing content for several platforms.

Managed social media channels.

Created engaging and shareable content for social media channels.

Tracked key metrics and analytics for social media platforms, email campaigns and website.

Oversaw all ad creation and media buying

WFGC-CTN, West Palm Beach, Fl — *Executive Producer*

August 2010 - January 2014

Responsible for writing, producer and editing promos and commercials for television and other digital platforms.

Worked closely with associate producers to determine content needs.

Worked with producers to gather b-roll, conduct interviews, and writing scripts.

Maintained video library.

Ensured that all copy was edited for grammar and accuracy.

PBS WUFT-TV News 5, Gainesville, Fl — *Reporter / Sports Anchor*

August 2008 - January 2009

Prepared news stories based on story pitches, newswires, press releases, etc.

Conducted interviews, wrote stories, shot b-roll and edited videos for daily newscasts. *Often worked as one-man-band.

Provided live coverage. Included live shots.

Created and maintained relationships within the community.

NPR WUFT 89.1 “All Things Considered”, Gainesville, Fl — *Producer / Anchor*

January 2007 - January 2008

Covered local news and headline news.

Conducted interviews, cut sound bites and write scripts for broadcasts.

Conducted field interviews, reported on location, loaded and edited sound bites into Cool Edit.

Created and maintained relationships within the community.

EDUCATION

University of Florida - B.S Telecommunications

May 2007

REFERENCES

Pastors Anthony & Carla Mays

Restoration House Empowerment Ministries International

Delray Beach, FL

200 Sterling Ave, Delray Beach, FL 33444

Rhemicchurch@aol.com

561-577-7117

Raquel Elbaz

Interior Motif

Raquel@interiormotif.com

201-418-9860

Christopher Redding

Let's Talk Innovation Conference CEO

Letstalkpb@gmail.com

212-470-2930