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Sarah Reale

Constituent Information

| | | | |
|------------------------|---|---------------------|-----------|
| Name | Sarah Reale | Contact Record Type | Applicant |
| Middle Initial | | Account Name | |
| Title | | Status | |
| Council District | 1 | Gender | |
| # of Board Memberships | 0 | Ethnicity | |
| Qualifications | -Research in grad school on public lands (Cntr for Rural Lands & Public Economics). Thesis: The Correlation Between Local Government Tax Revenues and the Existence of Federally Designated Wilderness Lands - Connected to SLC outdoor comm -Work in higher ed | | |
| Member Id | | Comments | |
| | | Other | |

Contact Information

| | | | |
|-----------------|--|------------------|--|
| Send mail to | | Mobile | |
| Home Phone | | Other Phone | |
| Phone | | Business Phone | |
| Fax | | Business Fax | |
| Email | | Business Email | |
| Mailing Address | | Other Address | |
| Created By | Boards and Commissions Liaison, 4/23/2019 10:19 PM | Last Modified By | Boards and Commissions Liaison, 4/23/2019 10:19 PM |
| Description | | | |

Activity History

Email: Application Successfully Submitted

| | |
|-------------------------|--|
| Related To | APP00004643 |
| Task | <input checked="" type="checkbox"/> |
| Due Date | 4/24/2019 |
| Assigned To | Boards and Commissions Liaison |
| Last Modified Date/Time | 4/23/2019 10:19 PM |
| Comments | To: CC: BCC: Attachment: --none-- Subject: Application Successfully Submitted Body: |

Thank you for your submission. We appreciate your interest in Salt Lake County's Boards and Commissions process. We have received your application and are submitting it for review and consideration to the appropriate board coordinator. We will be in contact with you shortly for the next steps involved in the selection process. If you are selected for an interview, you can expect a phone call from the Board Coordinator.

Thank you, again, for your interest in serving. We do appreciate the time you invested in this application.

Regards,

Salt Lake County Boards & Commissions

boards@slco.org

Applications

APP00004643

| | |
|-------|--|
| Board | Open Space Trust Fund Advisory Committee |
|-------|--|

| | |
|------|-----------|
| Date | 4/24/2019 |
|------|-----------|

Notes & Attachments

Sarah Reale Resume 19.pdf

| | |
|---------------|--------------------------------|
| Type | Attachment |
| Last Modified | Boards and Commissions Liaison |
| Description | View file |

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EDUCATION

M.S. Politics and Policy

Emphasis in Public Policy

Utah State University

B.S. Journalism and Communications

Emphasis in Public Relations

Utah State University

SUMMARY

15 years in public relations, marketing, and communications has provided the opportunity to learn and experience many pivotal aspects effectively targeting audiences. I have comprehensive knowledge of how to effectively and analytically and strategically communicate to a variety of audiences to enhance a brand.

EMPLOYMENT HISTORY

Director of Digital Marketing, Salt Lake Community College, January 2015 – Present

- Lead and develop institutional digital marketing and communication strategy for entire College.
- Direct strategy and implementation of any new digital marketing and communication tools.
- Work with internal College audience to help educate on digital marketing opportunities and strategic content management of internal portal.
- Supervise a team of seven web, video, and digital professionals to coordinate digital communication efforts to enhance the College brand and support institutional priorities.
- Create broad strategy for user experience on all digital communication systems.

Assistant Director of Digital Marketing, Salt Lake Community College, January 2014 – 2015

- Built the College's first digital marketing team by merging digital communication efforts internally and externally.
- Coordinated and managed comprehensive website redesign for College's 4000+ page website.
- Implemented, developed, and communicated strategy to entire College community.

Social Media Coordinator, Salt Lake Community College, November 2011 – January 2014

- Designed and managed all social media activity for the College and watched them excel to over 100% increase in one year, and over 150% increase in two years.
- Built tone, messaging tactics, and overall public digital communications strategy for social channels.
- Served as a key member of the public relations team connecting to legislators, media, and the Utah higher education community through social channels.

Adjunct Professor, Salt Lake Community College, January 2012 – Present

- Political Science 1100: US Government and Politics
- Marketing 2810: Social Media and eCommerce

Senior Marketing Strategist, GCommerce & Blakeslee Advertising, Park City, 2010 - 2011

- Strategic marketing strategist at a digital marketing firm emphasizing in the hospitality industry. Managed websites, digital advertising campaigns, email marketing, social media, and coordinated with SEO efforts.
- Coordinate accounts with large clients, buy media, and develop public relations and marketing campaigns to increase client's sales and reputation.

Public Relations and Marketing Specialist, Utah State University, February 2008 – August 2010

- Developed large marketing campaigns for Utah State University in print, video, and web.
- Managed all communications for student services, admissions, retention, provost, athletics, and USU government relations. Our recruiting efforts helped increase enrollment for three consecutive years.
- Worked closely with University Advancement to launch USU's Capital Campaign by developing social, digital, and media communications to donors and public.
- Built partnerships with local media as an official public relations representative for university achievements, crisis communications, athletic announcements, and events.

New Student Orientation Coordinator, Utah State University, October 2003 – August 2007

- Trained and managed New Student Orientation staff, wrote and developed new student orientation materials.
- Worked with new students, parents, advisors, and other university departments to help new students register, learn about policies and resources, pay tuition, and prepare for their first year at Utah State University

SKILLS AND KNOWLEDGE

- **Digital Marketing:**
 - o Website construction and strategy, paid advertising, paid search advertisements, search engine optimization, email marketing, social media, internal portal development, analytics and reporting software, text message marketing, and video production.
- **Public Relations:**
 - o Press releases, media list management, press conferences, crisis management, newswriting, radio and broadcast development, speech writing and visualization, events, and media pitches.
- **Strategic Communications:**
 - o Audience identification, strategic marketing plans, creating and delivering oral presentations, internal communication plans, and campaign development and pitches.

LEADERSHIP & ACHIEVEMENTS

- 40 under 40, American Association for Women in Community Colleges, 2017
- Panelist, CASE Utah, 2013, 2015, & 2017
- Presenter, CASE Conference, San Diego, California, 2016
- Utah Public Information Officer Training, 2017
- South By Southwest, Participant, 2013 & 2014
- Salt Lake Chamber Leadership Utah, Class of 2015
- Committee Chair, SLCC, MySLCC Steering Committee, 2014 - current
- Committee Member, SLCC, Student Analytics Committee, 2014 - current
- Committee Member, SLCC, Strategic Enrollment Marketing, 2015 – 2017
- Committee Member, SLCC, Pathways Initiative, 2017 – current
- Committee Member, SLCC, Starfish Implementation Team, 2016 – 2017
- Committee Member, SLCC, Institutional Effectiveness Council, 2015 – 2016
- Research Assist, Center for Rural Lands and Public Economics, 2008 – 2011
- Student Coordinator, New Student Orientation, Utah State University, 2003 – 2007
- President, Public Relations Student Society of America, Utah State University, 2006 – 2007
- Association of Private Enterprises Education Scholarship Recipient, Spring 2009
- Utah State University Bill E. Robins Award, Finalist, 2007
- Public Relations Corporate Communications, Junior of the Year, 2006



Board Appointment Approval

Jennifer Wilson
Mayor

Erin Litvack
Deputy Mayor, County
Services

Darrin Casper
Deputy Mayor, Finance
& Administration

Catherine Kanter
Deputy Mayor, Regional
Operations

On the 11th day of June 2019 the Salt Lake County Council consents to the appointment of Ms. Sarah Reale as a member of the *Open Space Trust Fund Advisory Committee*.

Her first, four-year term will begin June 11, 2019 and end June 10, 2023.

Salt Lake County Council

Councilman Richard Snelgrove
Chair, Salt Lake County Council

Attest:

Sherrie Swensen, County Clerk

Please instruct the Council Clerk to return this form to Anna Vukin-Chow in the Mayor's Office, N2- 100 to process this appointment.