

PRESENTED April 22, 2014

RESOLUTION NO. 2014-

ADOPTED _____

A RESOLUTION: MAKING AN APPOINTMENT TO THE STANDING RESIDENTIAL TRAFFIC COMMITTEE

WHEREAS, participation by public-spirited citizens on town boards, commissions and committees is vital to the success of town government and the democratic process; and

WHEREAS, boards, commissions and committees serve an indispensable role in providing recommendations concerning town policy and programs; and

WHEREAS, Council desires to appoint effective individuals to serve at its will and pleasure on these advisory boards; and

WHEREAS, a vacancy exists on the Standing Residential Traffic Committee.

THEREFORE, RESOLVED that the Council of the Town of Leesburg in Virginia hereby appoints Liz Mills to a term ending December 31, 2014.

PASSED this 22nd day of April, 2014.

Kristen C. Umstattd, Mayor
Town of Leesburg

ATTEST:

Clerk of Council

Elizabeth Mills

405 Wingate Place, SW ♦ Leesburg, VA 20175

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MEDIA RELATIONS & PUBLIC AFFAIRS

Achievement-driven Executive with consistent success developing and launching communications strategy and policy for internal and external communications needs of an organization. Experienced in collaboration and coordination with executives, management, staff, community organizations, local, state and federal law enforcement agencies, and elected officials on community outreach efforts and activities. Serve as Spokesperson on behalf of agencies. Strive to forge relationships with internal and external stakeholders and members of the media. Highly successful in building teams, managing complex projects and creating high-impact communications solutions within fast-paced, demanding environments. Astute in: print and broadcast media, social media-Facebook, Twitter, You Tube, Instagram, newsletters and website design, direct mail, special events, fundraising, press conferences, investigative journalism, presentations and electronic marketing. Maintain a Top Secret (TS) Clearance held by the FBI and certified/trained by Dept. of Homeland Security/FEMA in Advanced Crisis Communications Strategies.

QUALIFICATIONS

Strategic Planning & Execution	Tactical leader with ability to conceptualize, prioritize, motivate and steer aggressive communications, marketing and PR strategies while remaining focused on issues and initiatives
Communications Tools & Technology	Maximize appropriate uses of communications tools including telephonic technology, e-mail, intranet, internet, social media, video, & photography as it relates to communications to disseminate educational programs and safety messages to the community
Campaigns & Communications	Serve as spokesperson which includes: responding to media inquiries, drafting speeches, remarks, PSA's, coordinating press conferences, writing press releases, preparing copy, edits and layout design for campaign ads and agency initiatives, and remain on call 24/7/365
Alliances & Partnerships	Able to cultivate strong alliances within the community. Assist in coordination of multi-divisional and/or other agency response to major incidents involving local, state & national media outlets. Foster relationships with media outlets.

RELEVANT WORK EXPERIENCE

Loudoun County Sheriff's Office, Loudoun County, VA

Director of Media Relations & Communications, 2011- present

Key Initiative: *Serve as spokesperson/point of contact for all Media Relations and coordinate with county communications on joint communications initiatives*

- Lead the development and administration of the Sheriff's Office communications strategy and policies to address both internal (employees) and external (media, residents, constituents, elected officials and consumers) communications needs of the organization
- Serve as Primary media contact and write speeches, PSA's, reverse 911 scripts, press releases, alerts, remarks, social media updates, power point presentations, articles on behalf of Sheriff and LCSO
- Manage and Supervise Communications Staff (PIO/Technology Specialists) in accomplishing departmental goals & objectives in support of Communications program
- Partner with joint information centers; Serve as liaison with media and Emergency Operations Center(EOC), elected officials, county officials, and lead Communications activities for LCSO including press releases, interviews and other media related activities as necessary during crisis communications situations
- Provide a written Daily Crime Report (DCR) for media and Board of Supervisors and issue Alerts as needed
- Created media matrix to monitor and gauge the effectiveness of LCSO Media outreach on a monthly basis
- Review/edit all communications for the LCSO

RELEVANT CAREER HISTORY

Loudoun County Sheriff Campaign, Loudoun County, VA

Campaign Director/Catoctin District Chairman LCRC, 2009-2011

- Directed, coordinated and provided strategy and support for Candidate's campaign efforts for Sheriff and promoted party principles to build unity and support for party led goals

Ekahau, Reston, VA

Sales Operations Specialist, March 2011- November 2011

- U.S. Liaison for Ekahau Sales & Operations

Frumusa Enterprise, LLC/Webster Hospitality Group, LLC -Rochester, NY

Vice President Sales, Marketing & Public Relations, 2007-2009

- Led sales, marketing and public relations initiatives for a multi-million dollar real estate development firm
- Recruited based on extensive record of successfully launching marketing campaigns for early-stage ventures

Center for Disability Rights, Inc., Rochester, NY

Director of Development and Communications, 2006-2007

- Created fundraising programs, built donor database, established planned giving and estate planning programs for non-profit disability organization; managed all advocacy issues on behalf of Executive Director

Penfield Supervisor Campaign – Rochester, NY

Director of Community Relations/Campaign Coordinator, 2003

- Served as campaign spokesperson and led campaign fundraising efforts in order to successfully endorse candidate for elective legislative position.

NYS Senate Office, 55th District - Rochester, NY

Director of Communications, 2001-2002

- Managed constituent and media relations; coordinated fundraising efforts and wrote press releases; researched legislative issues and authored detailed position papers affecting district residents

Department of Social Services - Rochester, New York

Communications Aide, 1999-2001

- Developed comprehensive communications strategy and coordinated all communications items for department; prepared speeches, remarks, news releases, reports and coordinated special events

National Republican Senatorial Committee- Washington, DC

Fund-raiser/Script Writer/Communications Editor, 1996-1997

- Coordinated fundraisers and Senate-House Dinners; developed Nationwide Accounts and Executive Donors to solidify support for Senate programs

COMMUNITY SERVICE POSITIONS & ORGANIZATIONS

Fraternal Order of Police Dulles Lodge #69, Member/Media – 2011 - present

Northern Virginia Community Foundation Barton & Vance Committee, Board Member 2011-present

Loudoun County Chamber Valor Awards Committee, Board Member 2011- present

EDUCATION

Niagara University, Lewiston, New York

Bachelor of Arts – Communication Studies, 1995

Morrisville College, Morrisville, New York

AAS Journalism, 1993