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Office of the Mayor
Gavin Buckley, Mayor
160 Duke of Gloucester Street
Annapolis, MD 21401-2517

December 19, 2018

To: Alderspersons, City of Annapolis

From: Mayor Gavin Buckley

Re: Ethics Commission

Pending your approval, I would like to appoint **Vincent Moulden** to the **Ethics Commission**

Mr. Moulden's application and resume are attached.

Vincent Moulden
40 Juliana Circle East
Annapolis, MD 21401

Sincerely,

Gavin Buckley
Mayor

Reviewed by: Rules & City Government

_____ Favorable

_____ Unfavorable

_____ Committee Chair

_____ Date



City of Annapolis
Office of the Mayor
160 Duke of Gloucester Street
Annapolis, MD 21401-2517

Mayor@annapolis.gov • 410-263-7997 • Fax 410-216-9284 • TDD use MD Relay or 711 • www.annapolis.gov

Boards and Commissions Application

Personal information

Name Vincent Moulden
Address 40 Juliana Circle East
City Annapolis ST MD Zip 21401
Phones Home 443-480-5031 Other _____
E-mail vmoulden22@gmail.com

Statement of interest – Why should you be appointed to this board/commission?

I should be appointed to Ethics Commission because I have many years of experience with volunteering on various boards and committees while also working for an association management company where I provide services to several boards and committees. I can use the skills learned from those experiences to help make the Ethics Commission successful, efficient and impactful.

Are you a resident of the City of Annapolis? Yes No

Are you an employee of the City of Annapolis? Yes No

If yes, please state your job title, department & duties.

Association Executive Director, manage board leadership process, including meetings, outreach and recruitment. Outline and execute strategic plans and development/manage programs and initiatives. Oversee financial and accounting processes, membership outreach and strategy, ensuring deliverables are met.

Do you do business with the City of Annapolis? Yes No

If yes, please detail.

Are you currently serving on any city boards or commissions? Yes No

If yes, please list board(s).

Work experience (titles and duties)

Thompson Management Associates - Annapolis, MD

Account Executive and Digital Media Manager 2018 – Present

- Work directly with association volunteer board in setting goals, implementing policy and carrying out the day to day management of the association, including membership invoices and collection, newsletter production, advertising, meetings management, board reports, webinar hosting and technology, surveys, scholarship programs and other association activities as deemed necessary by the Board of Directors.
- Slashed Event Mobile App costs 50% by negotiating pricing and fees while ensuring the continuation and enhancements of services.
- Increased Event Mobile App download rate on average 11% by boosting attendee engagement and features.
- Exceeded our client's newsletter advertising revenue 12% in 2018 by offering new ways to advertise, while still maintaining the integrity of the publication.

Program Director and Registrar 2009 – 2018

- Provide support to the Executive Director resulting in a 6% increase in attendance over the last three years and record-breaking participation.
- Process event registrations averaging up to the sum of \$620,000.
- Create compelling marketing material for our client's social cause program, concluding in us beating our goal by 29% in 2016, ensuring clean water to over 300 people.
- Converted certificate programs from print to digital, saving clients thousands of dollars per year in postage, printing, paper and staff time.

Educational background (certificates, diplomas, degrees, seminars, etc)

Certificate in Web Design, 2010
Anne Arundel Community College

High School Diploma
Annapolis Senior High

Other experience (volunteer experience, memberships etc)

President of the Board, PRSA - Chesapeake Chapter, 2019

- Lead the 2019 board of directors and membership by providing networking and education opportunities. Previously the Vice President (2018) and Communications Chair (2016)

Social Media Advisor, Sarah Elfreth for Senate, 2018

- Produced graphics and videos for social media posts concerning the campaign while also provided strategic thinking.

Co-chair, Lyme Disease Coalition of Annapolis, 2015

- Contributed creative and administrative direction to the coalition leading to a success event where \$500 was donated to the cover the medical expenses of the honoree.

Co-Chair, Kids-N-Kaboodle Annapolis Kids Fair, 2011 & 2013

- Raised funds and coordinated volunteers for the event, which entertained and feed over 1,000 kids and adults in the greater Annapolis area. The 2013 program was inducted into the Volunteer Center for Anne Arundel County's Volunteer Project Hall of Fame.

References

Name Molly Alton Mullins Phone 410-271-3469
Address Annapolis, MD
Name Sarah Elfreth Phone 443-223-5485
Address Annapolis, MD
Name Katie Guido Phone 410-271-1498
Address Annapolis, MD

Appointees are subject to the provisions of the City of Annapolis Ethics Code, Annapolis City Code Chapter 2.08. Appointees are strongly encouraged to review this Code and contact the City of Annapolis Office of Law and/or City of Annapolis Ethics Commission with all inquiries.

Signature  Date 12/21/2018

E-mail electronically completed form to constituents@annapolis.gov. Paper copies may be faxed to 410-216-8284 or mailed to the Mayor's Office address above, attention Boards and Commissions Coordinator.

Vincent Moulden

40 Juliana Circle East • Annapolis, MD 21401 • 443-480-5031 • vmoulden22@gmail.com

SUMMARY

Accomplished professional with over a decade of experience in association management. Proven success in running email-marketing campaigns and implementing marketing strategies that has resulted in record-breaking attendance. Skilled, creative and innovative.

PROFESSIONAL EXPERIENCE

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LEADERSHIP AND ACTIVITIES

Vice President & Communications Chair, PRSA – Chesapeake Chapter, 2017 – Present

- Collaborated with an agency to recreate the website and e-marketing materials, creating a unified brand and image for the chapter.

Social Media Advisor, Sarah Elfreth for Senate, 2018

- Produced graphics and videos for social media posts concerning the campaign while also provided strategic thinking.

Co-chair, Lyme Disease Coalition of Annapolis, 2015

- Contributed creative and administrative direction to the coalition leading to a success event where \$500 was donated to the cover the medical expenses of the honoree.

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SKILLS AND QUALIFICATIONS

Proficient in MS Office Suite (Word, Excel, PowerPoint, Outlook and Publisher), Adobe Photoshop, Illustrator, and Acrobat. Extensive experience in email marketing, video editing, website maintenance, database management, and social media marketing.

EDUCATION

Certificate in Web Design, 2010

Anne Arundel Community College