



Chartered 1708

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

AP-30-23

August 29, 2023

To: Alderpersons, City of Annapolis

From: Mayor Gavin Buckley

Re: Environmental Commission appointment

Pending your approval, I would like to appoint Ms. Sarah Oliver to the Environmental Commission. Ms. Oliver is a resident of Ward 2 and this appointment fills a vacancy on the commission.

Sarah Oliver
406 Melvin Ave
Annapolis MD 21401

A copy of her resume is attached.

Thank You.

GB/hrr

Reviewed by: <u>Environmental Matters Committee</u>	
<input checked="" type="checkbox"/> Favorable	<input type="checkbox"/> Unfavorable
<u>Robert W. Smith</u> Committee Chair	<u>9/27/23</u> Date

Sarah Oliver

Annapolis, Maryland, United States



sarah@sarahjaneoliver.com



[linkedin.com/in/sarahjaneoliver](https://www.linkedin.com/in/sarahjaneoliver)

Summary

I am the Director of Marketing & Communications at Bioenergy Devco, located in Annapolis, Maryland. As a world leader in the finance, design, construction, engineering, and operation of anaerobic digestion facilities, Bioenergy Devco provides sustainable waste management solutions, renewable energy production, and healthy soil management. In my role, I lead all marketing and communication efforts for this innovative company.

My experience in providing creative branding and marketing solutions for award-winning SMEs is extensive. Through my marketing and design company, Sarah Oliver Designs, I have worked on various aspects of branding and marketing strategies, including full-suite branding (from inception to launch), rebranding, marketing and design collateral, social media management, website design, and website redesign. I have also designed and commercially sold a range of wall art and prints to individuals across the globe, along with design assets for international brands, influencers, and political campaigns.

Aside from my professional pursuits, I have a deep passion for the arts, economic growth and development, and education. I actively work with businesses within the Annapolis Arts District and serve on the Board of Directors of the Inner West Street Association.

Experience



Director of Marketing & Communications

Bioenergy Devco

Sep 2022 - Present (8 months)

- + Lead all aspects of marketing and communications, including developing and implementing comprehensive marketing strategies, digital marketing, content creation, social media, public relations, and community engagement.
- + Design and implement a robust community engagement program, which includes creating partnerships with various community organizations, developing community-focused initiatives, and organizing community events.
- + Oversee the community engagement program to ensure alignment with the company's goals and objectives, maintain positive relationships with community members, and track progress toward community engagement goals.
- + Create marketing materials, including brochures, flyers, email newsletters, and other promotional materials, to support the company's marketing and communication initiatives.
- + Manage public relations efforts, including media relations, crisis communications, and spokesperson training, to ensure positive media coverage and brand reputation management.
- + Manage consultants, including graphic designers and PR agencies, to ensure the timely delivery of quality work and to maximize the effectiveness of marketing and communication initiatives.
- + Through the implementation of a comprehensive marketing and communications strategy, successfully propelled the Brand to attain its position as the leading global entity in anaerobic digestion.

Skills:

- + Strategic planning and execution
- + Community engagement and partnership building
- + Public relations and media relations
- + Digital marketing and social media
- + Brand management and marketing materials development
- + Team leadership and management
- Excellent written and verbal communication skills
- Attention to detail and project management



Owner, Designer + Brand Strategist

Sarah Oliver Designs

Dec 2013 - Present (9 years 5 months)

Marketing and design company assisting SMEs with digital strategies, brand development, and creative solutions; clear brand and visual identity, design brand logo and collateral, web design with SEO, SEO specialist, and social media marketing management and consultancy.

Clients include:

- +Ezifish Charters
- +Annapolis Collection Gallery
- +Sadona Salon + Spa
- +Ruapuke Uncut
- +First Presbyterian Church, Annapolis
- +Friends of Gavin Buckley, 2021 Re-election Campaign

PHOTOSHOP | ILLUSTRATE | INDESIGN | SEO | GOOGLE ANALYTICS | GOOGLE ADS |
FACEBOOK + INSTAGRAM ADS | WIX/ SHOPIFY /SQUARESPACE/WORDPRESS | MAILCHIMP/
ROBLY/CONSTANT CONTACT | WORD/EXCEL



Social Media Marketing Manager

The Annapolis Collection Gallery

Nov 2018 - Dec 2022 (4 years 2 months)

Annapolis Collection Gallery is an art gallery dedicated to six Annapolis masters located in the Annapolis Arts District in historic downtown Annapolis.

Duties include but not limited to:

- E-commerce website design and launch.
- Social media management across three social platforms; Facebook, Instagram and LinkedIn.
- Create and implement social media campaigns and advertising, specifically targeting exhibits and website traffic.
- Assist with exhibits and in-store campaigns and events.
- Oversee the day-to-day running of the gallery in lieu of proprietor.

Achievements:

- Successfully launched e-commerce website.
- Successfully created, implemented and managed social media campaigns increasing direct foot-traffic to gallery exhibits and website traffic.
- Exceed KPI goals of social media expansion by 106% on Instagram and 55% on Facebook.

-Successfully created, implemented and promoted online auctions. Increasing Gallery viewership across the country.

Marketing Manager

Ezifish Charters

Jul 2018 - Dec 2022 (4 years 6 months)

Ezifish Charter Ltd. is a private fishing charter business that launch in 2018. My role within the company evolved from brand identity concept and designer to complete creation and implementation of their marketing plan. Ezifish Charters traffic comes directly from website and online strategies earning them the number one spot on Google through keywords and phrases.

Duties include but not limited to:

- Essential role of the management team, reporting directly to Directors.
- Designed and delivered all brand identity concepts and brand collateral.
- Responsible SEO, social media advertising and campaigns and inbound lead generation.
- Responsible for creating and managing CRM and marketing platforms.
- Responsible for Google Analytics and reporting.

Achievements:

- Successfully designed and launched website, with all marketing a sale collateral.
- SEO: creating and implementing and SEO plan, specifically focused booking conversions. Within six weeks Ezifish Charters position on Google ranked number three on the first page using keywords and phrases (previously page three) and within one year Ezifish now rank number one on the first page while also occupying every other ranking on the 1st page due to effective SEO and backlinking.
- Created and implemented successful Social Media Campaigns driving direct website traffic.
- Reporting: Google analytics showed that within six months website traffic increased by 292% (compared to June 2019 to Dec 2019) with acquisition of 46.3% via social channels and 42.8% via organic channels.
- Responsible for Otago Westpac Awards, Emerging Business and Māori Business finalist.



Marketing Coordinator

Bioenergy Devco

May 2022 - Oct 2022 (6 months)

Bioenergy DevCo is a world leader in the finance, design, construction, engineering, and operation of anaerobic digestion facilities. Through its wholly-owned subsidiary BTS Biogas, BDC can insure and guarantee facility performance of its more than 250 facilities worldwide.

BioEnergy DevCo was founded in 2016 to provide solutions for sustainable waste management, renewable energy production and use, and healthy soil management. Using technology developed in Europe and partnering with municipalities, large energy consumers, large waste generators, and soil blenders and distributors, we design, construct, operate and finance Anaerobic Digestion facilities. These facilities have a positive return on investment, a net decrease in greenhouse gas emissions, a sustainable means of managing and recycling biodegradable wastes, and produce consistent supply of renewable natural gas.

Anaerobic Digestion (AD) is a powerful technology that naturally breaks down organic wastes, which would otherwise typically be headed for incineration, crowded landfills, or worst of all, left to pollute local environments and instead turns the waste into renewable natural gas and an organic soil amendment. By seeing challenges as opportunities, we use AD as an environmentally sound means of creating

a true source of renewable energy while processing organic wastes and reducing air, water, and soil pollution in local communities.

Political Brand Strategist

Gavin Buckley Re-election Campaign

Feb 2020 - Dec 2021 (1 year 11 months)

An integral member of the campaign responsible for developing a strong, clear, and concise brand and messaging for Political Candidate, Gavin Buckley. Brand Strategies include:

- + Brand Identity + Logo
- + Campaign collateral, compiling designs for campaign collateral including; stationery, bumper stickers, yard signs, posters, and clothing.
- + Digital Marketing: Working closely with the Campaign and Communication Directors and local agencies to promote the Candidate across 200k digital users per month.
- + Digital Content: creating digital content for web, email, and social media use.
- + Successfully won re-election (the first second-term win in 16 years).

Social Media Marketing Specialist

Sadona Salon + Spa

Nov 2019 - Jan 2021 (1 year 3 months)

Sadona Salon + Spa is a full-service salon and day spa located in the heart of historic downtown Annapolis.

Duties:

- Run social media across all channels; Instagram, Facebook, and LinkedIn.
- Create and implement social media campaigns and geo-target adverts.
- Design all marketing collateral for seasonal campaigns and events.
- Responsible for creating and managing CRM and marketing platforms.

Elective Services

ACC New Zealand

Mar 2010 - Aug 2013 (3 years 6 months)

ACC NZ government organization quite unlike any other - in fact we are the only one of our kind in the world! At our heart is the fact we are an innovative New Zealand organization born out of an idea - one focused on looking after the best interests of our people.

ACC's vision is to create a unique partnership with every New Zealander, improving their quality of life by minimizing the incidence and impact of injury. ACC touch the lives of a large number of New Zealanders. The health, rehabilitation and service providers who help people who are injured, the businesses, vehicle owners and workers who contribute to the Scheme, and any New Zealander or visitor to New Zealand who's injured in an accident.

ACC role is to make sure that all these groups' needs are met, and making sure our clients get the right care at the right time, while keeping levies fair and stable. The Accident Compensation Act 2001 sets out how ACC is run.

Administrator

KUMA Southern Maori Business Network

Jan 2009 - Dec 2009 (1 year)

A connected into a network that supports personal and professional growth, innovation and enterprise, is a huge benefit to any business owner and entrepreneur. Belonging to a Māori network encourages even deeper connections, uplifts us with knowledge passed down from our tupuna and rangatira, and enhances a strong sense of contribution to the future of our whānau, hapū, iwi, and the communities in which we live.

Supported by our kaumātua, our rangatira Tā Tipene O'Regan, who has always provided guidance, wisdom and stories to support and encourage all the KUMA whānau. Tā Tipene attends all of our annual hui, and challenges us to understand the past as we head into the future.

The KUMA network has been formalized for over eleven years now. Members from many different types of enterprises join together to promote, encourage and contribute to each other's knowledge, and share in the successes and the challenges of being in business.



Administrative Assistant

Awarua Synergy

Dec 2006 - Feb 2008 (1 year 3 months)

Focus on supplying efficient energy and heating resources to homes and businesses throughout Southland.

→ For Your Farm: we provide cutting-edge Solar PV technology, LED lighting, insulation and energy solutions for the unique farms of the region.

→ For Your Home: we've already helped more than 5000 households in the Deep South achieve warmer, drier, healthier homes through quality insulation, complemented by a range of smart power saving products and solutions.

→ For Your Business: we've got a great range of insulation, LED lighting, heating and solutions to improve the warmth, brightness and energy efficiency of your buildings and outdoor spaces.

Awarua Synergy specialists in providing effective energy cost savings, ensuring you capitalize on advances in technology to bring energy efficiency in your home, on your farm, or in your business, commercial, or public buildings.

Education



Southern Institute of Technology

Bachelor of Applied Management , Marketing



Te Wānanga o Raukawa

Poupou Huia te Reo , Maori Language



Southern Institute of Technology

Associate's Degree, Photography

Licenses & Certifications

 **Certificate in Google Analytics** - Google
Issued Aug 2018 - Expires Aug 2021

 **Advertising on LinkedIn** - LinkedIn

Skills

Adobe Illustrator • Copywriting • Graphic Design • Brand Development • Branding & Identity • Collateral Materials Development • Social Media • Digital Marketing • Marketing • Design



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 Sarah Oliver
Address 406 Melvin Avenue
City Annapolis ST MD Zip 21401
Phones Home 410-570-8142 Other _____
E-mail sarah@sarahjaneoliver.com

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

I am writing this statement of interest to express my strong desire to join the Environmental Commission. As someone who is deeply passionate about environmental conservation and sustainability, I believe that I can make a valuable contribution to the commission's important work.

Over the years, I have become increasingly concerned about the devastating impact that human activity is having on our planet. From climate change and air pollution to deforestation and ocean acidification, the environmental challenges we face are immense and urgent. However, I believe that by working together and taking decisive action, we can make a meaningful difference.

Joining the Environmental Commission would provide me with an opportunity to collaborate with like-minded individuals who share my commitment to protecting the environment. I am eager to contribute my skills and expertise to the commission's efforts to develop and implement effective environmental policies and initiatives at the local level.

Furthermore, I am excited to learn from the diverse perspectives and experiences of my fellow commission members. By

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.

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)

See Resume attached.

[Empty box for work experience details]

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

See resume attached

[Empty box for educational background details]

Other experience (volunteer experience, memberships etc)

See resume attached

[Empty box for other experience details]

References

Name Katherine Burke Phone 4102801414

Address _____

Name Cate Pettit Phone 443-542-1572

Address _____

Name Gavin Buckley Phone 410-271-3912

Address _____

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 _____ Sarah Oliver Date 5/7/2023

E-mail electronically completed form to boards@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.