



APPLICATION FOR CITY OF RIVIERA BEACH ADVISORY BOARD

Please Note: Pursuant to 119.07 F. S. the information provided in this application is considered to be public record, except as provided by law.

Board Applying For: Planning & Zoning Board
Name: Evelyn Harris Clark Home Address: 133 W 11th Street
City: Riviera Beach State: FL Zip: 33404 Home Phone No: 8134312854
Work Phone No: _____ Email Address: ehclarkbar@aol.com

Are you currently serving on a City Board or Committee? YES NO
If so please indicate name: _____ Date of Service(s): Ended 11/2018

Are you available for day time meetings evening meetings

What would you hope to accomplish by participating if you are appointed?

Produce & suggest plans for the zoning and arrangement of the city with a view to its
general improvement and probable growth and demands, prepares and recommend to
the city council a plan & program for the installation of municipal improvements.

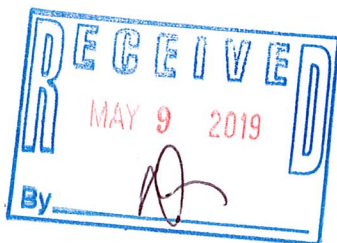
Present Employer: Self Employed Position: Owner
Address: 133 W 11th Street City: Riviera Beach State: FL Zip: 33404
Profession: Real-estate Length: 30 years

How long have you practiced the above profession? 30 years

Preferred mailing address: Same as above

Could your occupation or employment present a conflict of interest on municipal subject matters discussed or decided upon by the Advisory Board? YES NO NOT SURE ()
Please explain:

RECEIVED



COMMUNITY DEVELOPMENT
DEPARTMENT

MAY 09 2019

The City of Riviera Beach is entering an exciting time, as the community is undergoing redevelopment. I believe Residents should have input into our city through volunteerism.

In short 36 months, as a new resident to the Riviera Beach community my family has become very instrumental, active and solution orientated to resolve issues plaguing immediate surroundings. The good news is while working in unison with local officials and resources, major positive quality of life improvements have manifest. These improvements are:

2014 Community Initiatives

- Launched monthly Neighborhood Watch Program effectively reducing crime and improving crime prevention
- Increased visible Police Law Enforcement neighborhood patrolling
- Highlighted non-resident commercial contractors material trash dumping through local City Representative Channels
- Scheduled tear-down of one abandon / blighted house and lot clean-up
- Ensured crime ridden areas are visibly lighted to deter crime
- Launched Fall Back To School Supplies Drive
- Launched community resident road trips to community training programs

2015 Community Initiatives

- Launched Voter Registration Awareness, Park Manor neighborhood
- Fundraised and coordinated MKL Gala Event Student participation
- Installation of Neighborhood Watch Program community signage

2015 Community Outreach Training

- Riviera Beach CRA, Neighborhood Watch Program Training, Clean & Safe Operations
- Palm Healthcare Foundation, Inc., / Community Partnership Seminar, Riviera Beach CRA
- Resident Education to Action Program (REAP), PBC Office of Community Revitalization

2016 Community Initiatives

- Launched Voter Registration , Move.org
- Increased visible Police Law Enforcement neighborhood patrolling

- CRA event planning support

2017 Community Initiatives

- Secured Traffic Stop signage corners of 11th & F Avenue reducing vehicle speeding
- Increased visible Police Law Enforcement neighborhood patrolling
- CRA event planning support

Community Letter of Recommendation

Annetta Jenkins, CRA
Neimah Spence, Clean and Safe Operations Manager
Tony Brown, CRA Director, Former
Phyllis M. Gillespie, Esquire, Gary, Williams, Parenti, Watson & Gary, PLLC, Director of the Medical Malpractice Department
Sharon Baker, Teacher, Inlet High School
Spencer Rozier, Major, Riviera Police Department

I believe improving the quality of life in my new community; my professional executive and public service organization background is suited for a volunteer opportunity which would strengthen my knowledge about local municipality governance.

Lastly, I have attached pictures from some of the above successes accomplished in less than 36 months.

Thank you for your time.

Sincerely,

Evelyn Harris Clark
813 431-2854
ehclarkbar@aol.com



Attachment I

Knowledge, experience and interest in public sector, consisted of 40 years' experience working in a sales, account executive and marketing capacity for government sector clients. As a private citizen, actively volunteering to support Riviera Beach CRA in an event support function when needed.

Business communication experience includes:

Ecommerce Strategist deliver profitable revenue, rankings, and traffic results by capturing global B2B / B2C customers through engaged and strategic content from Social Media Channels.

Advertisement Strategist responsible for traditional Advertisement marketing channels that maximize global impressions brand exposure which produce profits, rankings, increase consumer traffic while driving business revenue and account growth.

Public Relations Strategist skilled at building brand awareness campaigns and generating qualified sales leads. Strong content writing for all social media and advertisement channels domestic and international.

Management Traits: Action and results oriented. Troubleshoot and rapidly synthesize information to provide quality solutions. Consistently identify new alternative solutions which work within budget. Ability to develop, implement and deliver project management plans on-schedule and successfully. Proficient in measuring Return on Investment through increased new revenue, accounts and qualified sales leads. Proven results in reversing underperforming sales regions while improving customer digital engagement in difficult markets.

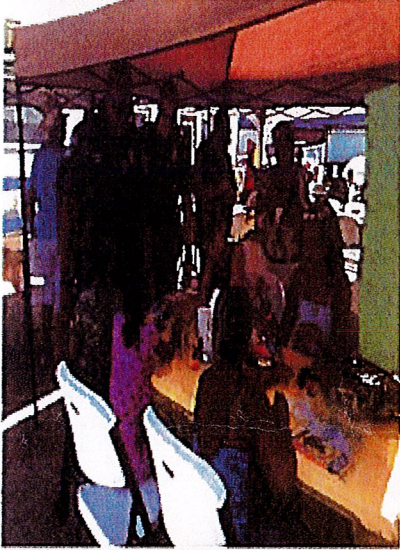
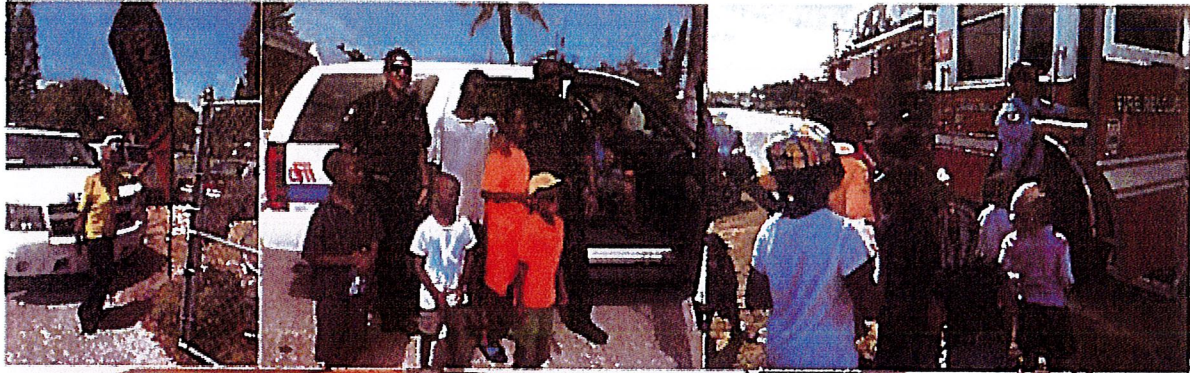












NEIGHBORHOOD CRIME WATCH
CONCERNED NEIGHBOR

CLEAN & SAFE
 RIVIERA BEACH

WE IMMEDIATELY REPORT ALL SUSPICIOUS ACTIVITY TO THE POLICE

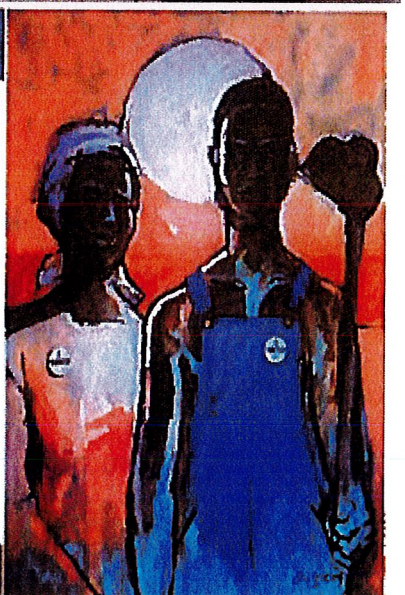
SMARTWATER CSI
 WORKING IN PARTNERSHIP TO FIGHT CRIME
THIEVES BEWARE

Instagram

Community Involvement
 Riviera Beach Maffest

7,514,801 likes
 Improving quality of life in our community
 #Neighborhood Watch Program

Like Comment



EVELYN HARRIS CLARK
133 W. 11st Street, Riviera Beach, FL 33404
Cell: 813 431-2854 ehar@bhar.com

Ecommerce Strategist driving Visibility / Engagement / Traffic development. Utilize SEO maximization for organic and paid ecommerce marketing strategies. Deliver profitable revenue, rankings, and traffic results by capturing global B2B / B2C customers through engaged and strategic content from Social Media Channels.

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CORE COMPETENCIES

Social Media Channel Growth / SEO	Pay Per Click Campaign
Social Media Strategies	RFP Development
Purchasing / Pricing / Negotiation	Brand Strategy
Market Analysis	Channels Content Development
All Channel Advertisement Layout & Design	Sponsorship/Tradeshow Mgmt.
Campaign Analytics Evaluation	IT Digital Process Improvement
Digital Strategy & Implementation	Project Mgmt / Quality Control
Business Planning	Global Graphic Design
SOP Writing, Training, Roll-out	New Product Development
Accounts Payable	Vendor Management / Set-up

SOCIAL MEDIA EXPERTISE

◆ Twitter	◆ Google+	◆ Instagram
◆ Facebook	◆ Pinterest	◆ Digital Databases
◆ LinkedIn	◆ YouTube	◆ Blogging
◆ WordPress	◆ Podcasting	◆ HTML
◆ Google and related tools (Analytics, etc.)	◆ Wikipedia	◆ AdSense
◆ Google Ad Words	◆ Landing Pages	◆ PR News Wire

ACCOMPLISHMENTS

- Increased qualified sales leads by 100% in 2011 and 30% annually through successful SMM and advertisement strategy activities.
- Achieved success in all marketing campaigns by 100% for 5 years consecutively.
- Achieved negotiated advertisement vendor added value costs saving of over 60% out of \$400,000 annual budget.
- Improved SEO website goal conversion traffic growth from 5.27% to 5.52% monthly.
- Increased Social Networking engagement from 0% to 11.74% growth monthly.
- Increased social media Klout Score from 10% to 59.1% compare to industry competitors scores of 48%.

PROFESSIONAL HISTORY

Amerijet International Inc. Ecommerce & Advertisement Manager, 2011 - Current

- Develop and implement global Corporate and Agencies B2B and B2C social media and advertisement channels strategies.
- Plan, develop, and implement social media marketing strategies and traditional advertisement campaigns to expand social audiences, increase engagement and drive revenue and new business development.
- Establish business objectives and key performance metrics to measure success of SMM and advertisement campaigns.
- Develop and present monthly content schedules, social creative, POVs, program wraps, and analytics reports to senior management and corporate wide.
- Develop internal company-facing project briefs, cost estimates, and user flow documents related to social media marketing campaigns and advertisement campaigns.
- Assign tasks, established timelines, and secured creative and IT engineering resources for social marketing projects
- Work with IT engineering leads, creative directors, and account directors to develop innovative social applications, to create compelling content, and to ensure social integration into larger digital plans.
- Act in lead project manager with internal and external teams for social marketing plans.
- Work with creative, account, and IT engineering teams to develop compelling applications, platforms, and content.
- Facilitate blogger outreach to identify and leverage key influencers.
- Provide recommendations for how to best leverage emerging social platforms and technologies for digital marketing purposes.
- Contribute social perspective to larger digital initiatives, CRM, and website development.
- Established RFP/Pricing/Negotiation to engage 3rd Party advertising brokers and SEO company vendor partners. While devising full strategies, monitoring, reporting, writing and measuring market campaigns.
- Secure, write content and graphic layout for public relations, editorials and advertorial media dissemination driving brand awareness, revenue, accounts.

Dwell Equity Company

Owner, 2014 - Current

- » Residential and commercial portfolio Property acquisitions.
- » Maximize rental ROI through identifying distressed purchases in potential re-gentrification areas.
- » Vendor liaison with local housing authority agencies providing public assistance.

Education

B.A., University of Michigan, Ann Arbor, Michigan - 1979