

County Council of Howard County, Maryland

2020 Legislative Session

Legislative day # 12

RESOLUTION NO. 134 - 2020

Introduced by: Chairperson at the request of the County Executive

A RESOLUTION confirming the reappointment of Linda Skelton to the Housing and Community Development Board.

Introduced and read first time on September 8, 2020.

By order Diane Schwartz Jones
Diane Schwartz Jones, Administrator to the County Council

Read for a second time and a public hearing held on September 21, 2020.

By order Diane Schwartz Jones
Diane Schwartz Jones, Administrator to the County Council

This Resolution was read the third time and was Adopted , Adopted with amendments , Failed , Withdrawn by the County Council on October 5, 2020.

Certified by Diane Schwartz Jones
Diane Schwartz Jones, Administrator to the County Council

NOTE: [[text in brackets]] indicates deletions from existing language; TEXT IN SMALL CAPITALS indicates additions to existing language. Strike-out indicates material deleted by amendment; Underlining indicates material added by amendment.

LINDA M. SKELTON

SUMMARY OF QUALIFICATIONS

Communications/marketing executive proficient in all phases of corporate, government and nonprofit communications, with particular emphasis on strategic planning that involves national campaign creation, crisis communications, branding and marketing management, stakeholder relations, social media evaluation and event/project management. Strategic leader at developing cutting-edge campaign strategies to increase brand recognition. Knowledge of principles, methods, and techniques of marketing/communications as they relate to the identification, development and production of internal and external communications. Proven results of cultivating relationships with key local and national media outlets, community organizations, corporations, government and the general public to enhance support of programs. Skilled at applying new approaches to the most difficult and complex communications problems to achieve desired results. Fluent in Spanish.

AREAS OF EXPERTISE

Crisis Communications	Brand Management	Marketing Strategies
Events Execution	Editing and Proofreading	Social Media
Fundraising	Community Engagement	Policy and Strategy Development
Staff/Team Management	Budget and Cost Controls	Research and Writing

CAREER ACHIEVEMENTS

- Created, implemented and managed national communications/marketing campaign utilizing social and traditional media to effectively drive awareness, engagement and traffic to website. Secured interviews and media coverage on local and national outlets of ABC, CBS, BET, NBC, CNN, CNN Money Magazine, *Black Enterprise*, Fox Business, *AARP Magazine*, LA Times, Miami Herald, *Money Magazine*, New York Times, Telemundo, Univision, USA Today, Wall Street Journal and the Washington Post. Campaign results: Over 48 print placements reaching 34.7 million readers; 307 online placements reaching 379.5 million readers; and 148 broadcast placements reaching 15.1 million viewers.
- Increased the active co-branding and social media usage by NeighborWorks America's network members from 15% to 805% in one year.
- Developed and executed the "So You Want to Be a Landlord" marketing campaign with the Institute of Real Estate Management and the "Moving to Work" campaign for the Philadelphia Housing Authority. Campaigns increased landlord participation in the housing program from 15,000 to 100,000 in a two year period.
- Initiated and managed events and press conferences with major strategic partners, including Senators Barbara Mikulski (MD), Benjamin Cardin (MD), Rick Santorum (PA), Governors Martin O'Malley (MD), Edward Rendell (PA), Mayors Stephanie Rawlings-Blake (Baltimore), John Street (Philadelphia), and Thomas Menino (Boston). Planned, promoted and executed events with the following artists: Jimmy Buffet, Anita Baker, Aerosmith, Marc Cohn, Julio Iglesias, Dave Matthews Band, Hootie and the Blowfish and TLC.

PROFESSIONAL EXPERIENCE**Department of Public Works and Transportation (DPW&T) – Largo, MD
Senior Communications Director
2015 – Present**

Responsible for the creation and management of DPW&T's communications and community outreach strategy. Serve as the designated point of contact for brand management, cause marketing, community engagement, event management, website management, media relations and graphic design initiatives.

- Perform tactical and strategic communications planning for DPW&T's operations associated with future activities.
- Serve as agency liaison to service or interagency planning groups for signature events such as a Clean Up, Green Up, Community Partners Meetings, and major policy announcements.
- Build and maintain relationships with senior executives and strategic stakeholders to increase awareness surrounding policies and programs.

**LMS Communications & Associates – Philadelphia/MD/DC Area
Communications Consultant
2012-2015**

Created, implemented and managed marketing/communication strategies for corporate, government and nonprofit clients. Maintained project plans project plans, set scope and budgets, create timetables, monitor progress and ensure best practices are followed during implementation of communication plans. Examined the objectives, policies and needs of client organizations to develop effective public relations and community outreach strategies

**NeighborWorks America – Washington, DC
National Public Affairs Director
2011-2012**

Identified by senior management to manage and provide strategic direction to the communications team, and to develop, implement and monitor marcom objectives that aligned with the agency's strategic business plan.

- Created, implemented and managed multichannel messaging campaign designed to generate awareness, traffic, engagement and conversation.
- Led, managed, coached, and developed public affairs and communications consultants located throughout the country.

**NeighborWorks America – Baltimore, MD
Mid-Atlantic Public Affairs and Communications Consultant
2008 - 2011**

Communications lead for 35 mid-Atlantic network partners in the states of Delaware, Maryland, New Jersey, New York, Pennsylvania, North Carolina and Washington, DC. Served as designated point of contact for network affiliates on branding and national initiatives.

- Managed and led weekly marketing and communications meetings incorporating communications goals, and company updates.
- Responsible for promotion of events and media placements for all program rollouts in the mid-Atlantic district.
- Developed strategic road maps and tactics to increase overall awareness of brand.

**Philadelphia Housing Authority – Philadelphia PA
Deputy Director of Communications
2002-2008**

Recruited to raise brand awareness by creating strategic communications and community engagement plans to align with organizational objectives.

- Led a team of eight communications professionals responsible for the branding, internal and external communications, community engagement, media relations and events.
- Developed and executed the “So You Want to Be a Landlord” marketing campaign with the Institute of Real Estate Management and the “Moving to Work” campaign for the Philadelphia Housing Authority. Campaigns increased landlord participation in the housing program from 54% to 85%.

**WBOS/SBPhiladelphia Housing Authority – Philadelphia PA
Deputy Director of Communications
2002-2008**

Recruited to raise brand awareness by creating strategic communications and community engagement plans to align with organizational objectives.

- Led a team of eight communications professionals responsible for the branding, internal and external communications, community engagement, media relations and events.
- Developed and executed the “So You Want to Be a Landlord” marketing campaign with the Institute of Real Estate Management and the “Moving to Work” campaign for the Philadelphia Housing Authority. Campaigns increased landlord participation in the housing program from 54% to 85%.

EDUCATION & CREDENTIALS

Johns Hopkins University
Masters of Arts, Communications

Baltimore, MD

Northeastern University
Bachelor of Science, Communications

Boston, MA

ADDITIONAL INFORMATION

- Big Brother, Big Sister Volunteer
- National Public Relations Society member
- Volunteer activities include – Stop Hunger Now, Keep Baltimore Beautiful, and Boys and Girls Club of Greater Baltimore.