



AGENDA ITEM EXECUTIVE SUMMARY

Agenda Item number: IA

Title:

Presentation of a Recommendation from Mayor Rogina to appoint Sean Baker to the Housing Commission

Presenter:

Mayor Raymond P. Rogina

Meeting: City Council

Date: November 5, 2018

Proposed Cost: \$

Budgeted Amount: \$

Not Budgeted:

Executive Summary *(if not budgeted please explain):*

Request favorable consideration to appoint Sean Baker to the Housing Commission with a term ending November 30, 2021.

Attachments *(please list):*

Letter of interest and resume

Recommendation/Suggested Action *(briefly explain):*

Presentation of a Recommendation from Mayor Rogina to appoint Sean Baker to the Housing Commission.

Sean Baker

[REDACTED]
Saint Charles, IL 60174
[REDACTED]

September 25th, 2018

Ray Rogina

Mayor, Saint Charles
2 East Main Street
Saint Charles, IL 60174

Dear Mayor Rogina,

I am writing you to express my interest in the open seat on the Housing Commission. I moved to the area just over three years ago and I am hoping to get civically involved. As a young member of the community I believe I can bring a different perspective to the commission.

The work the Housing Commission has done around senior housing is impressive. We are very fortunate to have an organization that does this kind of work in our city. I certainly think there are additional ways the housing commission can support efforts for the handicapped and it appears that those may be on the horizon. Saint Charles is clearly the leader when it comes to housing initiatives in Kane county and the western suburbs and it would be an honor to be a part of it.

Professionally, I work in IT and I understand the importance of the user's adoption when it comes to the applications I manage. I focus on real world use cases as opposed to the ideal, thanks to my education in the social sciences. Additionally, through my journey to Eagle Scout, the importance of serving the community is something that has been instilled in me and sitting on the Housing Commission would fulfill my desire to give back to Saint Charles.

My resume is enclosed so you can view my education, professional experience and achievements. I would appreciate the opportunity to speak with you or a member of the Housing Commission to see how my experience and skills can benefit both the commission and Saint Charles residents. Thank you for your time and consideration. I look forward to speaking with you in the near future.

Kind regards,

Sean Baker

Sean Baker

Skills

Software Expertise

- Microsoft Dynamics CRM
- Salesforce.com
- Pega BPM
- Eloqua Marketing Automation Platform
- Google Analytics
 - Google Webmaster Tools
- Microsoft IIS Administration
- FTP Server Administration
- Web Content Management Systems (Wordpress, Orchard, Blogger, Kentico)

Programming Expertise

- HTML & CSS

Hardware Expertise

- PC and laptop hardware installation and configuration
- Basic network setup and administration

Experience

Captive Resources • Itasca, IL • 5/2017 - Present

System Architect • 5/2017 - Present

Assist and support design, development, architect, implement and testing of internal applications. Collaborate with IT, business owners and project managers to develop new applications and add functionality to existing applications to support the business's internal process. Perform data and process modeling, manage changes and lead, coordinate, or perform testing, verification, and validation of requirements. Investigate and understand capabilities of existing systems and technologies already in use across the business. Analyze, communicate and prioritize needs and opportunities for business process improvement that can be enabled via applications. Identify, propose and manage significant improvement programs across multiple business areas including establishing requirements for the implementation of changes in business functions and processes, organizational roles and responsibilities and scope or nature of IT service delivery.

Assurance • Schaumburg, IL • 8/2011 - 5/2017

Senior Marketing Technology Analyst • 1/2016 - 5/2018

Manage and ensure proficiency of entire marketing technology stack including Dynamics CRM, Oracle Marketing Cloud - Eloqua and Oracle Content Marketing, Google Analytics, Orchard CMS, Vidyard, InsideView and Asana. Support integrations of WebEx and Cvent. Vet and review new technologies that help push Assurance's sales and marketing efforts forward. Provide insight for campaign strategy and segmentation efforts. Support marketing and technology staff to optimize and manage user experience. Train and support all users of CRM, Eloqua Profiler and Asana including sales, marketing and executive management. Liaison between marketing and IT. Set and review measurable objectives for all digital initiatives in order to improve campaign success and benchmarking for future efforts.

Marketing Technology Analyst • 5/2015 - 1/2016

Created and managed campaign assets. Monitored and reported on progress of all campaigns to marketing, sales and senior management. Measured, analyzed and reported on all business development efforts via web and campaign analytics. Implemented Asana project management software to assist in project management and ensure deadlines were met. Supported lead generation efforts through marketing contacts sent to sales. Provided internal support for CRM and Eloqua users.

CRM Specialist • 8/2011 - 5/2015

Supported CRM and marketing applications, managed digital marketing campaigns from lead generation to ongoing lead nurturing. Reported on campaigns, prospect and customer web traffic and digital body language to marketing, sales and senior management. System admin for both Microsoft Dynamics CRM and Oracle Eloqua marketing automation platform.

HospitalPortal.net • Rolling Meadows, IL • 5/2009 - 8/2011

Support and Marketing Manager • 12/2010 - 8/2011

Provided product deployment and technical support for current clients via phone and email. Troubleshoot, tested and confirmed bugs in system, provided detailed report to development for fixing in daily Scrum meeting. Conducted training classes via web and in person on product with new clients. Responsible for creating and managing all company web and advertising copy. Executed and grew social media avenues, including Facebook, Twitter and the company blog that helped build traffic back to the company's web pages. Leveraged various avenues including press releases and to create traffic. Monitored traffic via Google Analytics and provided reporting for campaigns and conversion rates for visitors.

Experience (continued)

Sales and Marketing Manager • 5/2009 - 12/2010

Drove all sales activities to ensure monthly, quarterly and annual sales objectives are exceeded. Coordinated all aspects of lead generation and prospecting including delivery of webinars, tradeshow, and cold calling. Required extensive software product knowledge to create dynamic presentation over the web or in person. Authored contracts, proposals and develop customized presentations. Planned and managed web marketing efforts including email campaigns, blogging, social media, press releases and web page/advertising copy. Analyzed and adjusted marketing efforts to increase conversion rates.

Demi & Cooper Advertising • Elgin, IL • 3/2009 - 5/2009

Web Marketing Coordinator

Analyzed client's business goals and researched for possible solutions. Contributed and executed new ideas for social media program. Wrote landing page copy to coincide with Google Adwords and Facebook Ads campaigns. Developed and wrote social media content. Monitored and maintained media and client's reputation including comment moderation and spotting trends to help further develop the strategy. Required knowledge of branding, social media, SEO, SEM and PPC.

Serta Mattress Company • Hoffman Estates, IL • 12/2004 - 11/2008

Business Systems and Web Coordinator • 5/2008 - 11/2008

Interpreted data from the business systems and developed an analysis of the given regional market in report form to present to business leads. Regularly updated and edited e-commerce web copy to coincide with marketing promotions and new product launches. Analyzed data from Google Analytics in order to strategize how to increase search engine hits through updated web copy and building links. Salesforce.com system administrator, support users through training and configure as needed to support the sales team's efforts.

New Account Representative • 12/2006 - 5/2008

Consulted new owners and the local representatives in developing the proper business habits including advertising, accounting, sales training, and merchandising in order to have a successful first 90 days of business.

National Account Coordinator • 12/2004 - 12/2006

Supported in all aspects of servicing national and regional accounts such as JCPenney, Mattress Giant, and Meijer. Maintain the communication link between accounts, regional sales team and main office.

Education

Illinois State University • Normal, IL

- Graduated - Bachelors Degree of Arts in Socials Sciences.
- Endorsements included Political Science, Economics and Sociology.

Awards Received

Eagle Scout Rank • Boy Scouts of America