

Veldran, Lisa

From: Suzanne McConnell <eirewmn@gmail.com>
Sent: Monday, October 19, 2020 3:07 PM
To: Common Council Executive Committee
Subject: District 7 Alderperson Application
Attachments: 2020Resume.docm

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Dear City Council Executive Committee:

I am interested in being considered to fill the Alderperson vacancy for the 7th District.

Since moving back to Madison in 2002, I have served this community in the following ways: Since 2009 I have been President of the Stone Creek Condo Association Board of Directors. I have also been a driver for RSVP since that time, helping elders get to medical appointments. For three years, I was also a Friends of the State Street Family board member and a volunteer helping our city's homeless. In addition, I have often served as a poll worker for local and national elections. And since 2018 I have been a Madison Metropolitan School District Substitute Teacher.

When Steve King was our Alderman, I invited him to attend one of our condo association board meetings to discuss some issues. I also was in contact with Steve about the lack of an arrow at the stoplight on McKee Road and Maple Grove Drive. After many conversations with Steve an arrow was, thankfully, installed at that light. Previously, drivers attempting to turn left from McKee Road onto Maple Grove Drive were taking their lives in their hands with no ability to judge if there was oncoming traffic. The arrow made a big change and drivers are now able to safely turn onto Maple Grove Drive.

In addition, my educational background includes returning to UW-Madison in 1994 to complete my degrees. From 1998 when I earned my JBA degree until 2001, I was a Teaching Assistant for the School of Journalism and Mass Communication.

Prior to that time, I marketed psychiatric and chemical dependency treatment, working for two corporations--one international--located on the East Coast. While serving both corporations, my knowledge of and expertise in mental health and addiction issues were enhanced. For example, I received training to do interventions for those suffering from alcohol and other drug addictions.

I have always valued my civic experiences, both while living in Madison and in Connecticut. I firmly believe in giving back to the community because it can only improve lives for everyone.

I am applying to be 7th District Alderperson because I wish to continue serving this district and, hopefully, aid the District to solve current problems affecting it.

I have attached my resume and I look forward to having an opportunity to discuss my application with your committee. I would also plan to run in the Spring should you decide I am qualified to serve this district.

Thank you for your time and consideration.

Best Regards,

Suzanne McConnell

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PROFILE

Executive level professional with extensive background in new business development, advertising, marketing and public relations including writing/research/editing, training, media relations, promotions, event management, negotiating contracts, crisis communications, market research and program design/implementation. Over 20 years of experience in health care, health insurance, financial services, social services, higher education, consumer products, high technology, entertainment and real estate.

CAREER

MMSD

Madison, WI

Substitute Teacher

2018-Present

Serve as Substitute Teacher for Elementary and Middle School students.

The Bradford Group LLC

Consultant

2005-2018

Provided sales, marketing and public relations service to various clients including veterinarians and privately-held businesses.

Unity Health Insurance

Sauk City, WI

Director of Marketing

2005

Provided strategic marketing direction, directed product development, developed promotional and advertising plans targeted at key audiences, developed public relations and corporate communications strategies with responsibility for concept through completion, and developed annual marketing budget. While serving on the Senior Leadership team, participated in creating and implementing the strategic and tactical annual business plan and budget to attain corporate goals. Represented Unity professionally with external parties and interacted with the Board of Directors Marketing Committee. Supervised staff of seven.

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Cooley Dickinson Hospital
Northampton, MA
Director of Marketing

2003-2005

Responsibilities for this Dartmouth-Hitchcock Alliance community hospital included strategic marketing planning, event management, social media, writing collateral materials, new business development, business retention, budgets, data and competitive analyses, recruiting hospital volunteers for marketing projects and directing market research. Increased radiology referrals by 32 percent and maintained numbers consistently over budgeted projections. Marketed and retained a radiology client business valued at \$2.5M per annum. Created a program to sell hospital brand coffee with proceeds benefiting Northampton area uninsured. Brought in a call center for physician referrals, class registrations and medical information. Supervised the hospital's website redesign. Directed physician and clinic marketing, supervised the production of collateral materials and managed promotions. Supervised staff of three.

Midwest Open MRI
Madison, WI
Director of Marketing

2001-2003

Increased referrals for this physician-owned radiology site by 40 percent in the first year. Marketing territory included south central Wisconsin. Directly marketed hospitals, physicians—primary care, orthopedic surgeons, ob-gyn, neurologists—and chiropractors.

UW-Madison School of Journalism and Mass Communication 1998-2001
Madison, WI
Teaching Assistant

While in the Journalism graduate program, I taught Speechwriting and Presentation and Ad Copy and Layout for 100 students per semester.

W&B Advertising
Madison, WI
Public Relations Director

1994-1998

Provided public relations services for state associations, manufacturing and financial services clients. Created award-winning statewide television public information campaign featuring national celebrities. Wrote articles, brochures, annual reports, news releases and radio/TV spots and served as account executive with responsibility for client contact.

Suzanne McConnell/3

Parkside Medical Services, Inc.
Park Ridge, IL
Regional Marketing Manager

1990-1994

Directed new business development, event management, marketing and training in New England, New Jersey and New York for this national and international health care corporation's psychiatric services division. While serving as the managed care contracting point person, negotiated an exclusive contract with Mass Mutual Insurance for 32,000 covered lives. Marketed educational institutions, hospitals, physicians, mental health professionals, the judicial system and state and local governments. Directed conferences and seminars, media relations and event management. Served as the regional spokesperson. Liaison with corporate advertising agency of record. Supervised staff of eight.

The Mediplex Group, Inc.
Wellesley, MA
Community Education Coordinator

1985-1990

Developed all marketing conferences and seminars for this health care corporation's southern New England, New Jersey and New York regions. Responsible for training, event management, volunteer recruitment and training and media relations. Wrote and edited quarterly newsletter. Supervised staff of three.

EDUCATION

UW-MADISON
Madison, WI

Master of Arts-Journalism

August 2001

Bachelor of Arts-Journalism

August 1998

PROFESSIONAL MEMBERSHIPS/COMMUNITY SERVICE

Member: American Marketing Association

President: Stone Creek Condo Association Board of Directors since 2009

Volunteer: Board Member, Friends of the State Street Family