

**Application for Membership
City Council Boards/Commissions/Committees
City of Ann Arbor, Michigan**

Return To: Office of the Mayor
3rd Floor – City Hall
100 North Fifth Ave, PO Box 8647
Ann Arbor, MI 48107-8647

Phone: 734 794-6161
Fax: 734 332-5966

Name KATHERINE ROSE

Home Address 540 DETROIT STREET ZIP 48104

Ann Arbor Resident: YES NO Number of Years Resident 3 Ward _____

Phone (H) 248. 719. 1440 (W) 734. 332. 6866 (Fax) N/A

Email Address KATHERINE.J.ROSE@GMAIL.COM

Occupation ACCOUNT MANAGER, ADWORDS

Employer Name & Address GOOGLE INC. 201 S. DIVISION
ANN ARBOR, MI 48104 ZIP 48104

Board/Commission/Committee on which you are interested in serving:

- 1) HURON RIVER WATERSHED COUNCIL 3) _____
2) _____ 4) _____

Reasons for Seeking Appointment (Areas of Interest, Goals, etc.):

PERSONAL DEVELOPMENT, CAREER GROWTH (CHANCE TO PUT MARKETING + ADV. SKILLS
INTO PRACTICE), NETWORKING, CIVIC RESPONSIBILITY

Please submit a résumé including your job experience and education along with this application or a detailed letter of intent delineating relevant qualifications.

DISCLOSURE OF POTENTIAL CONFLICT OF INTEREST

In order to avoid any potential conflict of interest, I, the undersigned, agree not to be involved in any recommendations or decision making regarding any agency(ies) or entity(ies) for which I serve in the following capacity(ies) which may contract or subcontract with the City of Ann Arbor.

Agency	Capacity in Which I Serve
<u>N/A</u>	_____
_____	_____
_____	_____
_____	_____

Signature Katherine J. Rose Date 9.25.09

Katherine J. Rose

540 Detroit Street ♦ Ann Arbor, MI 48104 ♦ (248) 719-1440 ♦ katherine.j.rose@gmail.com

A creative, enthusiastic, and highly motivated young professional seeking non-profit board experience with the Huron River Watershed Council to apply knowledge of online marketing through civic involvement.

Experience

Account Strategist

Google, Inc.- Ann Arbor, MI

July 2008-present

- Advise portfolio of 40 small to medium-sized businesses in online marketing strategies which generate \$2M for the company each quarter
- Drive community affairs, most recently with Michigan State University through an 'Adwords in the Curriculum' project with second-year MBA students and local non-profits
- Utilize project management skills in mentoring global office in Hyderabad, India

Account Coordinator

Google, Inc.- Ann Arbor, MI

February 2007-June 2008

- Provided technical support to Adwords advertisers via phone, email, and chat
- Developed online marketing strategies for accounts ranging from small business to enterprise-level companies
- Oversaw large-scale community initiatives as head of the office's volunteer organization

Sales Clerk/ Race Coordinator

Running Fit- Novi, MI

November 2006-February 2007

- Guided customers from all skill levels in selection of running shoes and apparel
- Designed website and managed logistics for a 5K road race, (www.redcarpetrun.com)
- Consulted over customer's training concerns and injury issues

Membership Services

Winter Park Family YMCA- Winter Park, FL

May 2006-September 2006

- Collaborated with membership staff to consistently exceed sales goals
- Motivated prospective and long-time members to enroll in sports and wellness programs
- Built and maintained relationships with 3,300 unit membership base

Promotions Assistant

Yesawich, Pepperdine, Brown, & Russell- Orlando, FL

May 2006-August 2006

- Crafted marketing promotion plans to generate awareness for travel tourism clients
- Pitched a wide variety of media partners and conducted research with target market analyses
- Initiated the agency's first formal internship program in the Promotions Department and wrote an internship manual detailing the program

Forward Planning Intern (Study Abroad)

Nickelodeon UK- London, United Kingdom

August 2005-November 2005

- Contributed to scripts and served as part of production crew for a children's television program
- Instructed and motivated groups of 3-5 work experience interns on a weekly rotation
- Learned to successfully function in a diverse international business setting

Education

Communication Bachelor of Arts

Michigan State University, GPA: 3.5/4.0

May 2006

September 29, 2009

Office of the Mayor
3rd Floor – City Hall
100 North Fifth Avenue, PO Box 8647
Ann Arbor, MI 48107-8647

Kate Rose
540 Detroit Street
Ann Arbor, MI 48104
katherine.j.rose@gmail.com

Dear City Council Members:

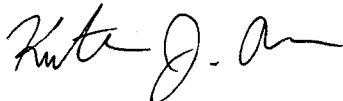
I am writing with regards to my interest in serving as a liaison to the board of the Huron River Watershed Council. My ambition is to bring the online marketing knowledge I have acquired in my 3 years at Google to assist the HRWC in accomplishing its goals of promoting water resource protection in Washtenaw County.

I first learned of the Huron River Watershed Council when Laura Rubin, Executive Director of the HRWC, and John Hieftje, Mayor, were gracious enough to invite my fellow Googlers and I out on the river for some canoeing in 2008. I was astounded by the knowledge both of these inspiring individuals had about the river and the human impact made upon it. In subsequent volunteering with the HRWC through the 'Liz Swims the Huron' event and the Baseline Lk swims – my respect for the cause of the HRWC has grown immensely. Laura and I have had some conversation about how my talents could best be leveraged, and she has promised to follow-up with Council on my behalf after the submission of this application.

It is also my firm belief that we need young voices in the community to revitalize our civic responsibility. Through my participation on the board of the HRWC, I hope to demonstrate - by example - how young professionals like me can get involved and support a cause important to the community.

You're not likely to see an environmental leaning in my experiences, and it's true – much of what the HRWC does in its stewardship is far more scientific than I can attest to understanding. However, I have a unique skill set that centers around the use of the internet as a tool to scaling advocacy and driving awareness. I couple this with a personal passion for the outdoors and a humble recognition that protecting it is our livelihood, and I know I would have the drive to do great things through my service. I hope that you will allow me the chance to offer these talents to the Huron River Watershed Council.

All the best,

A handwritten signature in black ink, appearing to read "Kate J. Rose". The signature is fluid and cursive, with a long horizontal stroke at the end.

Kate Rose