



CITY OF NEWBURYPORT
OFFICE OF THE MAYOR
SEAN R. REARDON, MAYOR

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60 PLEASANT STREET - P.O. BOX 550
NEWBURYPORT, MA 01950
978-465-4413 PHONE
MAYOR@CITYOFNEWBURYPORT.COM

To: President and Members of the
City Council

From: Sean R. Reardon, Mayor

Date: April 24, 2023

Subject: Appointment

I hereby appoint, subject to your approval, the following named individual as a full-time Registrar for the Newburyport Board of Registrars. This term will expire on May 1, 2026.

Caitlin Haire
43 Prospect Street
Newburyport, MA 01950

A proven team player with the ability to adapt quickly, think critically, and develop/maintain strong interpersonal relationships. Strong communication, organizational and problem-solving skills. Ability to connect the dots across business units to increase output across the board.

EXPERIENCE

Cannella Media DTC 2011 – Present

VICE PRESIDENT, MARKETING & COMMUNICATION: 2021 – present

In addition to VP Strategic Revenue responsibilities and key achievements, create organizational structure and direction to marketing and communication efforts. Centered on prospecting, retargeting, and retention of potential and existing clients:

- Build and execute annual marketing plan.
- Lead offline and online marketing initiatives.
- Identify targeted exposure opportunities and PR efforts.
- Champion and manage implementation of inbound marketing, sales and CRM software for 360-degree visibility into pipeline performance along with KPI monitoring and analysis; ongoing management.
- Mentoring of junior marketing team member for increased performance and productivity.
- Continue to execute on Vice President, Strategic Revenue responsibilities.

Key Achievements:

- Launched marketing & communication department off success in Vice President, Strategic Revenue role.
- Managed social media content calendar, encompassing more than 250 posts during first year of ongoing efforts.
- Supervised increase in Instagram followers by 800% and engagement by 300% during first year of sustained efforts.
- Supervised increase in LinkedIn followers by 15%, reactions by 2,750%, & comments by 1,410% during first year of sustained efforts.
- Built operational process surrounding five key marketing pillars.
- Managed team of three freelancers: designer, website developer, and writer.
- Updated and improved onboarding process with the addition of two new business units.

VICE PRESIDENT, STRATEGIC REVENUE: 2019 – 2021

Responsible for a range of disciplines that organizationally touch on all aspects of the sales cycle and client retention, with an added focus on new business operations:

- Shepherd all new clients from close of sales cycle through operations and analytics onboarding to account management transition.
 - Implemented next generation of client onboarding to account for evolving client and campaign sophistication with an emphasis on standardizing and streamlining process.
- Orchestrate account management processes review, recommendations, implementation, and execution.
 - Implement company-wide initiatives with goal of client retention.
- Own content development process, including original content for publication.
- Implement standardized style guide and brand guidelines across all internal and external outputs.
- Built centralized repository of past, current, and prospective accounts for efficiency and visibility.
- Execute internal and external event planning.
- Mentoring of junior sales executives.

Key Achievements:

- Onboarded approximately 70 campaigns and 25 new clients.
- Negotiated approximately 30 agreements for three business units.
- Managed coordination of six departments for seamless client experience.
- Increased efficiency and accuracy of onboarding through stronger communication and collaboration across three business units.
- Managed creation, approval and dissemination of a variety of prospect and client facing communication promoting Cannella offerings and solutions.

VICE PRESIDENT, BUSINESS DEVELOPMENT: 2011 - 2019

Created and built client relationships with focused interaction to obtain new billings:

- Identified target clients and strategic alliances; managed day-to-day operations of new business process; and provided organizational and analytical expertise to the business development process.
- Managed campaign teams by serving as liaison between clients, vendors, and media buyers; analyzed campaign performance and proactively made recommendations to ensure campaign success and maximum profitability.
- Spearheaded company's events, marketing, and PR efforts for targeted industry exposure.

Key Achievements:

- Responsible for 17% of company billings during first three years; average 5% year-over-year increase in billing performance.
- Established business development department as an integral part of business operations.
- Expanded base of strategic allies to discover potential prospects and referral opportunities.
- Maximized existing clients' campaign performance by identifying missed opportunities between business units — broadcast, cable, and performance-based media — leading to increased billings and client satisfaction.
- Restructured new client on-boarding and setup process, resulting in quicker speed to market with a goal of maximizing client's revenue opportunities.

Williams Worldwide Television 2008 – 2011

MARKETING MANAGER

- Procured top direct response products for international markets.
- Planned, implemented, and oversaw international product distribution for 10-20 products annually.
- Provided single point for client contact on creative, sales, and logistics issues.

Key Achievements:

- Expanded supplier base to include top U.S. companies to procure top products for sale in international markets, helping to increase annual total product sales by approximately 20%.
- Successfully negotiated improved payment terms from an average of 50% deposit to 20% deposit; lowered product costs by approximately 10%; shortened lead times from an average of 6 weeks to 4 weeks; and reduced minimum order quantities to accommodate small test orders.
- Organized three departments – sales, media, and logistics – to ensure campaign elements were working in unison for optimum product performance and profit.
- Ensured maximized product sales through the generation and analysis of campaign status reports.
- Increased company opportunities by identifying industry trends and consumer needs through research of both international and domestic markets and products.

EDUCATION

Boston University

College of Arts and Science

Bachelor of Arts, English – Cum Laude

Minor in Journalism