
DYNAMIC COMMUNICATOR, STRATEGIC LEADER

Competent and accomplished writer and communications and public relations professional with more than 15 years of experience in creating, managing, and executing projects for many industries and niches including government, nonprofits, higher ed, and small businesses. Track record of success in producing high-quality content, executing online marketing initiatives, public relations, and social media strategy that encompasses writing, editing, design, project management, and event coordination. Strategic and collaborative leader with experience in scaling efficacy of complex processes and public engagement. Highly skilled at building repertoire and trustful relationships within large stakeholder groups and teams.

KEY COMPETENCIES

- Strategic planning
- Project management (conception to launch)
- Communications skills
- Exceptional organization skills
- Strong interpersonal and relationship-building skills
- Demonstrated leadership skills
- Writing and editing
- Content creation
- Creative and critical thinker
- Results-oriented

PROFESSIONAL EXPERIENCE

Freelance Writer, Marketer, and Communications Professional Contractor

2016 - Present

Provide services in writing and editing, public relations, online marketing, social media management, and website administration for clients including small businesses, government entities, nonprofits, and political candidates.

- Plan, design, write, edit, and execute dissemination of content and marketing material, including web and print copy, ads, labels, marketing campaigns, announcements, reports, and special one-off projects.
- Write press releases for wire and local media distribution, and coordinate press activity.
- Produce web content for various niches including industrial construction, travel, consumer goods, and nonprofits.
- Develop materials and communications plans for marketing assets and events, presentations, and campaigns.

Millcreek City

City Council Member, District 1

Jan 2017 - Present

Provide strategic leadership for Millcreek City, guiding exceptional economic growth, community planning and development, and making policy decisions for city of 65,000 residents.

- Ensure effective messaging, and ongoing critical communication between City leadership, residents, and businesses, especially during city's first year.
- Foster communication, direction, and collaboration within leadership, department heads and staff.
- Continually seek and build relationships within the community and other stakeholders to implement sound policy reflective of resident goals and values including: maintaining municipal services and contracts, preserving open space and natural resources and amenities, and especially advocating for underserved populations.
- Officially represent Millcreek in different capacities including on the Jordan River Commission, SSLVMAD, and Nature and Human Health-Utah.
- Steering committee member and leader for Millcreek Promise Health Coalition, which requires a lot of grassroots organization and collaborative efforts.
- Millcreek Interfaith Council member (ownership of original idea for strategic community building).
- Proactive Council member who seeks out partnerships, resources, and public engagement opportunities for District 1, specifically opportunities to support socio-economically diverse residents including refugees and new Americans, Title 1 schools, and families within District 1.

PROFESSIONAL EXPERIENCE (CONTINUED)

Jordan River Commission

Governing Board Member, Chair

Sep 2018 - Present

Appointed JRC Governing Board member representing Millcreek City (term ends 12/24).

- Current Board Chair leading bi-monthly Governing Board meetings.
- Work closely with Executive Director to achieve strategic and budgetary oversight of Jordan River initiatives including expanding recreational opportunities and amenities, realizing environmental priorities, and building key partnerships for collective river stewardship among dozens of private and public stakeholders.
- Member of JRC Event Advisory Committee, which helps plan, budget, and execute various events including an annual month-long river festival.

South Salt Lake Valley Mosquito Abatement District

Board Member, Chair

Feb 2017 - Present

Appointed District Board Member representing Millcreek City.

- Current Board Chair leading monthly meetings with District Manager to guide sound policy discussions, make recommendations, and provide budgetary oversight of tax-payer dollars.
- Long-time board member with incredible institutional knowledge that has guided many policy decisions and led recent transition to a new District Manager.
- Board Treasurer from 2019-2022

Western Governors University

Public Relations & Marketing Coordinator

2009 - 2014

Managed traditional public relations and online marketing efforts for a large and fast-growing nonprofit.

- Worked on a small team writing and editing press releases, producing web and blog content, newsletters, annual reports, and social media content.
- Press release manager for distribution and correspondence between local and national media outlets.
- Assisted in launch and marketing of four state-branded schools helping to create and refine brand guidelines with each new initiative.
- Assisted in development of PR and online marketing strategy and managed university archive materials.
- Event coordinator for local graduation PR events, including generating interviews with graduates for video promotional collateral.
- Support for marketing department, including work with traditional & online marketing, video production, and partnership liaisons.

EDUCATION

Master of Business of Administration (MBA)

Western Governors University

B.S. Mass Communication & Journalism

University of Utah

REFERENCES

Mike Winder, Millcreek City Manager
801-633-1300

Joan Mitchell, Former WGU VP PR/Internal Comms
801-580-8224

OTHER PROFESSIONAL ACTIVITIES

Advisory Committee

Millcreek Promise, Health Coalition

Board Member, 2020-2023

Holladay Preschool

Board of Directors, 2018-2021

Emerging Leaders Initiative of Utah

Writing Coach/Teens Write Mentor, 2013-16

Community Writing Center, SLCC

ABOUT SILVIA

Avid reader, daily runner, hiking enthusiast, experienced sewist, political junkie, and wannabe artist and novelist.