



Thursday, January 12, 2023

City of Olympia Cultural Access Advisory Board Application

Advisory committees are a structured way for individual community members to share their opinions and perspectives, study issues, and develop recommendations in a focused small group. Their primary purpose is to provide judicious advice, from a community member's perspective, to the Olympia City Council.

The Olympia Cultural Access Program Advisory Board was established to ensure that the Cultural Access Program provides public benefits. The Board advises the City Council on the formulation of processes, procedures and criteria for carrying out the goals of the Cultural Access Program and ensures that the program's expenditures are invested based on the priorities and commitments made to Olympia voters.

The City of Olympia values participation from all perspectives and life experiences and looks for equity and inclusion in advisory committee appointments.

To reduce barriers to community member participation the City offers stipends of \$25 per meeting attended to advisory committee members. Those members who certify as low income are eligible to receive stipends of \$50 per meeting attended. Advisory Committee members may waive the stipend upon request.

The Olympia City Council's General Government Committee recommends appointments to the full Council. Recommendations are made following review of applications and interviews of qualified candidates.

The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. Questions? Contact Dawn Carvalho, 360.753.8065, dcarvalh@ci.olympia.wa.us

If you saved or submitted an application and did not receive a confirmation, please check your spam folder. When filed with the City, your application and attachment documents are public records and may be subject to public release.

Name

Mikaela Shafer

Email

[REDACTED]

Address

[REDACTED]

Select your neighborhood (Olympia residency is not required; however, it is a primary consideration.)

Eastside



Some appointments require that applicants reside within Olympia city limits. Even though your mailing address may be Olympia, you may reside in the County or another jurisdiction. Are you a resident of the City of Olympia?

Yes

Primary Phone Number

██████████ ██████████

Interests & Experiences

Please keep answers concise and informative. You are introducing yourself to the Olympia City Council and sharing with them why you are interested in being considered for appointment. You may attach a resume.

Attach a Resume



Resume-Mikaela-Shafer.pdf

Briefly describe why you wish to serve on Cultural Access Advisory Board.

I am passionate about community building and taking care of my community. I have many years of experience in community building and want to be more involved in Olympia. As an indigenous woman, mother, and artist as well as business owner, I feel that offer a unique perspective.

Describe your experience, qualifications, and/or skills which would benefit the Cultural Access Advisory Board.

9 years of experience in community building through indie Ogden and an organization that supported local businesses and posted an annual awards gala. I was named one of the top 100 most influential women in northern Utah. You can read more about that here: <https://utahstories.com/2019/04/mikaela-shafer-ogdens-community-builder>. I run a marketing company and teach classes. I have taught classes for Experience Olympia and Port of Olympia.

Share the ways you've been involved or have volunteered in the community.

I help local businesses tell their story through social media. I have worked with Experience Olympia managing their marketing as well as teaching classes for them as well as Port of Olympia. I have continuously volunteered at both my children's schools at Lincoln Options and Avanti High School. I strive always to be involved and be a part of solutions and positive change.

Describe your experience with and knowledge of the communities and organizations meant to be served by the Olympia's Cultural Access Program.

I am not immediately familiar with the organizations served, but I hope I can get to know them by being involved.

List your educational and/or professional background and area of study.

I have over 15 years of experience in marketing and community building as seen in my resume.

Appointment to an advisory committee will require your attendance at evening meetings, and undertake other work (reading, meeting preparation etc.). How many hours per month are you willing to commit as a volunteer?

As a business owner, my hours are flexible, and I can make myself available as needed.

If you are not appointed to the Board at this time:

Do you wish to be considered for appointment to another Board or Commission?

Yes

Do you wish to be considered for future appointment to your preferred Board or Commission?

Yes

If you wish to be considered for another Board or Commission, please identify others you would be interested in being considered for in order of interest:

Arts Committee

Social Justice & Equity Commission

Would you be willing to volunteer for other City activities? You can find opportunities here:

Yes

https://www.olympiawa.gov/news__information/employment__volunteering/volunteer_opportunities.php

Thank you for your interest in serving on a City of Olympia Advisory Committee!

Please hit the "submit" button below when you have completed your application .

Mikaela Shafer

Olympia, Washington, United States



indieolympia@gmail.com



385-289-5770



[linkedin.com/in/mikaelashafer](https://www.linkedin.com/in/mikaelashafer)

Summary

I help companies find their voice, tell their story, and build their community.

Experience

🎯 Founder of Camp Clout Marketing

Camp Clout

Jan 2021 - Present (2 years 1 month)

Camp Clout is a duo of diehard marketing mavens here to help you. Whether you need help managing your social media platforms, storytelling, email strategy, visual design, or a complete branding overhaul, we can get the job done.



Social Media Coordinator

Experience Olympia & Beyond

Sep 2019 - Oct 2021 (2 years 2 months)

- Create content and schedule all social media for 5 social media channels.
- Develop and deploy ad campaigns
- Track and present monthly metrics.
- Participate in community outreach, such as teaching opportunities for the tourism industry.



Content Specialist

Solarity Credit Union

Sep 2019 - Jan 2021 (1 year 5 months)

- Create social media copy and manage all social media platforms, content calendars, and creative direction.
- Present data and metrics weekly.
- Work alongside other departments to develop strategic plans and deploy projects.
- Develop copy for ads, printed materials, and marketing materials.
- Create landing pages for the website, including copy and design.
- Write, design, and deploy marketing emails.
- Assist with giveback program and refining processes.
- Be available for any copywriting needs company-wide.
- Attend meetings and participate in projects as part of company culture and diversity committees.



Marketing & Content Strategist

Cents Of Style

Jul 2018 - Jul 2019 (1 year 1 month)

- Work alongside marketing team to develop branding strategies
- Design monthly branding theme, color palette, and fonts
- Manage Facebook and Instagram accounts from content creation to ads management

- Manage Adroll platform designing ads and develop revenue-boosting campaigns
- Manage Dojo Mojo platform to build email network
- Scout out and partner with influencers



Founder-Writer-Marketing

Indie Ogden

Nov 2010 - Jun 2019 (8 years 8 months)

Indie Ogden is a volunteer-run blog all about beautiful Ogden, Utah. We are a collective of writers, artists, musicians, marketing and tech junkies, outdoor enthusiasts and those who are dedicating to all things O-town. We are devoted to promoting and supporting local Ogden in all its glory and showing the world that there is no place like Ogden.

I founded the site in 2010 after moving to Ogden from Portland, Oregon. In the past four years, I have written over 400 articles, organized dozens of successful community events and created the Indie Ogden Awards. The Ogden Awards is heading into its 4th year and is a community-nominated and voted awards party to honor local businesses as well as raise money for local non-profits.

Through the blog, I have had the privilege of taking part in many events and programs including the Sundance Film Festival, teaching classes for Weber State Continuing Education and Weber Tech Expo, helping small businesses grow and collaborating with local groups and non-profits.

Sold business June of 2019.

Notable accomplishment:

*Wrote and edited over 775 articles and growing

*Promoted/consulted with local businesses

*Created the Indie Ogden Awards, an annual awards ceremony that honors locals. Now in its 7th year.

Awards:

Best of Utah, Best Blog 2014, 2nd place, Salt Lake City Weekly

Best Utah, Best Blogger 2012- 3rd place, Salt Lake City Weekly

Best Weber county spotlight, 2012, Salt Lake City Weekly



Founder-Admin/Moderator

Ogden Rad Ladies

Jan 2011 - May 2019 (8 years 5 months)

Ogden Rad Ladies is a local women's empowerment group based in Ogden, Utah. I founded this group as a way to get local women together to empower, encourage and uplift each other. Ogden's community was lacking in any groups that brought people together, and this filled a great need. Women network, find jobs and lifelong friendships. This group has grown from just five women to over 2000. Ogden Rad Ladies meets monthly for discussions and has since created over 20 Rad Ladies subgroups from women in business to daycare exchange.

In 2017 The Ogden Rad Ladies were chosen as one of 20 Facebook Groups out of thousands of applicants to attend the first Facebook Summit in Chicago with Mark Zuckerberg. For one week I was able to participate in intensive workshops on community building and networking to serve my group and Ogden better.

Admin duties:

- *Moderate posts and funnel to the appropriate group (currently over 20 Rad Ladies subgroups).
- *Mediate any heated debates and facilitate productive conversations.
- *Organize events and volunteer opportunities.
- *Refer women to local organizations and businesses
- *Be available for advice and guidance to all members

Rad Ladies Mission Statement:

We aim to support and empower the fantastic women of Ogden, Utah. We do this by promoting and encouraging the following:

- Positive Interaction
- Healthy Friendships
- Community Involvement
- Personal development and growth



Social Media Coordinator/Creative Copywriter/PR

Even Stevens Sandwiches

Mar 2015 - Jul 2018 (3 years 5 months)

At Even Stevens, I have had the incredible opportunity to work alongside the most talented and driven humans I have ever met. Even Stevens team members and the mission of the company inspire me every day. My job role is diverse and exciting; every day is a new challenge that I look forward to tackling.

Job Duties:

- *Creative Copywriting for 22 Facebook Pages and 1 Instagram account along with the occasional radio ads, digital ads, company newsletter, marketing materials, customized emails and whatever else is needed within the company.
- *Create a brand voice and guidelines to maintain it.
- *Social media management including managing advertising budgets for Facebook and Instagram boosted posts on all platforms, deploying postings and ads and respond to all comments and messages on social media. Continue to grow social media platforms.
- *Manage Evenstevens.com blog and write engaging blog posts that can increase revenue.
- *Photography and design using Canva for weekly Instagram and Facebook postings.
- *Plan new store opening events with a focus on bringing in influencers and bloggers to create buzz around grand openings.
- *Travel to new markets to help manage events and to engage with influencers during events.
- *Scout out influencers in new markets and coordinate with them to promote Even Stevens.
- *Curate press releases for store openings, company news, and menu launches.
- *Send out press releases to media and influencers and book interviews.
- *Launch store social media platforms and create a community online before store opening. Continue to grow and build engagement pages.
- *Launch Google and Yelp pages and manage all reviews. Respond to all negative reviews and ensure a positive outcome.
- *Manage company LinkedIn.
- *Coordinate with Brand and Engagement teams to launch successful social media campaigns.



Instructor

Weber State University

Apr 2015 - Apr 2016 (1 year 1 month)

*Created class for summer continuation program

*Taught digital marketing and google analytics course

*Taught a blogging for beginners course



Editor

The Ogden Source

Jul 2015 - Mar 2016 (9 months)

*Created local newspaper from the ground up including naming the paper, layout design, hiring staff and distribution.

*Curated each issue and delegated assignments to staff.

*Managed team of 15 including hiring and facilitating meetings.

*Edited all articles up to 40 per issue.

*Assisted in distribution.



Media Sales Manager

Standard-Examiner

Jun 2015 - Aug 2015 (3 months)

Created new advertising packages geared towards locally owned restaurants.

Worked with design team to create custom ads.

Licenses & Certifications



CUNA CML (Creating Member Loyalty) Certified - Credit Union National Association



TMA certified - Integrity Solutions

Skills

Blogging • Promotions • Social Networking • Writing • SEO • Social Media • Editing • Social Media Marketing • Facebook • Journalism

Honors & Awards



Local first Utah locomotive nominee 2011 - local first utah

Oct 2011

award given to people who have a significant impact in their communities. only a select amount of people are nominated every year.



Featured in Salt lake tribune - salt lake tribune

The Salt lake tribune did a feature article on the work i have done with indie ogden- <http://www.sltrib.com/sltrib/news/53544742-78/ogden-shafer-blog-indie.html.csp>



Best utah blogger- 3rd place - salt lake city weekly

Mar 2012

Salt lake city weekly "best of utah" , best blogger 3rd place

<http://www.cityweekly.net/utah/article-2-15665-best-of-utah-2012-media-politics.html>



Best weber county spotlight - salt lake city weekly

Mar 2012

Best Weber County Spotlight

IndieOgdenUtah.com

Ogden might reside somewhat in the shadow of Salt Lake City, but there's more offbeat funkiness to O-Town than meets the eye. Mikaela Shafer and Jenny Shaw, as well as a slew of local contributors, explore the unique corners of their city on this website, from local music and recreation to reviews of new restaurants and spotlights of locally owned businesses. If you want unique experiences in unique places, they know how to point you in the right direction.

IndieOgdenUtah.com



Second place "best utah blogger" salt lake county - ksl's a list utah

Apr 2012

<http://saltlakecity.cityvoter.com/best/local-blogger/local-flavor/salt-lake-city>



Second place best Utah blog, Utah county - ksl.com

Jul 2012

<http://utahcounty.cityvoter.com/best/local-blogger/local-media/utah-county>



Featured in weber states signpost news

Aug 2012

<http://www.wsusignpost.com/2012/08/27/indie-ogden-the-coolest-town-youve-never-heard-of/>



Best of Utah, Best blog, 2nd place - Salt lake City Weekly

Mar 2014



Top 50 influential women in Northern Utah - Weber State University

May 2019



Social Media & Content Specialist - CU content

Jan 2021

1st place award for CUcontent's Credit Union Hero. Awarded for a social media campaign that supported community during Covid.