

**MUNICIPALITY OF ANCHORAGE**  
**ASSEMBLY MEMORANDUM**

CLERK'S OFFICE

No. AM 264-2012

APPROVED

Meeting Date: May 8, 2012

Date: 5-8-12

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**From:** Mayor

**Subject:** LIBRARY ADVISORY BOARD APPOINTMENT  
(Elizabeth Giardina)

I have appointed the following individual to the Library Advisory Board:

Elizabeth Giardina

To Replace: David Harrington

Term Expires: 10/14/2013

Resume is attached for your information. Confirmation is requested at the regularly scheduled meeting on May 8, 2012.

Respectfully submitted,

Daniel A. Sullivan  
Mayor

Attachment

## Elizabeth Giardina

2798 Valleywood Dr. Anchorage, AK 99517 (907) 602-6095 elizabeth@esthermedia.com

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### Director and Marketing Professional

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#### Driving strategic growth and brand visibility in national, competitive markets

Combined nine years experience in direct sales, project management, organizational leadership, marketing, public speaking, joint ventures and business development

Demonstrated success record in:

- Creating effective multi tiered marketing campaigns
- Expanding business to new markets
- Producing and organizing all facets of seminars and conferences
- Managing business and leading teams
- Acting as professional spokesperson for organizations
- Initiating strategic joint venture relationships

#### SAMPLE ACCOMPLISHMENTS

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Increased sales \$10,000 a month through experiential marketing campaigns  
Produced and booked events with celebrity keynote speakers, athletes and business leaders  
Top sales trainer and "Business Presenter", Excel Communications 2004-2005  
Book 70 speaking events and marketing opportunities a year for clients  
Grew company real estate portfolio from \$500,000 to \$10,000,000 in nine months

#### PROFESSIONAL HISTORY

The Dan Fagan Show, Anchorage, Alaska

June 2011-Present

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**CO-HOST**, Co-Host fifteen hours a week for a popular morning television show, Research and present the latest news headlines in local, national and world news, Research and study current local and national policy, schedule local and national guests to enhance content on current issues and events, oversee and implement all facets of event planning services for quarterly Town hall luncheons

**-First locally syndicated radio and television show**

**-Video streamed globally**

**-Created a unique statewide platform to dialogue around current issues and policy the traditional media does not report.**

Esther Media, Mesa, Arizona and Anchorage, Alaska

2007-Present

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**DIRECTOR OF MARKETING**, Lead the development of multi tier marketing and media campaigns, create and monitor budgets, consult to design and produce branding/marketing materials, act as client spokesperson, write sales and marketing communications, create processes and procedures to track marketing efforts and relevant record keeping, conduct research, mentor, train and organize appointed staff and volunteers, oversee and implement all facets of event planning for conferences and seminars, oversee office policies and operations, manage sales/marketing campaigns, monitor performance and marketing efforts.

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- Developed strategic joint venture and marketing relationships with celebrity keynote speakers
- Spearheaded national tours and seminars to build client's brand
- Secured relationships for clients with national recognized organizations to increase revenue
- Created and implemented business development plans and branding

Kingdom Living Seminars, Scottsdale, AZ

2006-2007

**EXECUTIVE PRODUCER**, Produced and delivered world class seminars and trainings featuring prominent industry leaders as key note speakers, organized and managed production team, managed and trained volunteers, directed scheduling and job assignments, created and executed budgets, marketing campaigns, media relations, sponsorship proposals, and event logistics, met deadlines under pressure

- Recognized in Magazines and Publications
- Oversaw and planned unique fund raising charity galas with media coverage
- Empowered team to accomplish goals resulting in flawless production and execution of events

KWU Properties, Scottsdale, AZ

2006-2008

**PRINCIPLE/MARKETING** Developed an independent real estate investment company in order to create cash flow to fund event production of Kingdom Living Seminar events. Forged relationships with client investors, hired and managed subcontractors, supervised administration team, staged and designed homes for resale, created successful joint venture relationships, implemented networking and marketing strategies, created and managed expense reports

- Created experiential marketing campaigns resulting in \$10,000 increase monthly revenue
- Managed a \$10,000,000 real estate portfolio
- Collaborated on a successful joint venture relationship resulting in sale of a \$5,000,000 project with over \$1,000,000 in equity

Simsbury Associates/Biltmore West Properties

2006

**PROJECT MANAGER**, Coordinated the interior design specifications of model homes, hired and managed subcontractors, tracked progress and development, acted as lead project manager of luxury home remodels, developed and implemented marketing strategies for community visibility to home buyers, built community relationships, created reports and tracked sales/marketing progress for city wide condo conversion projects with same demographic profile, manage expense reports and budgets

- Assisted construction manager on design and build of 200 unit condo conversion
- Facilitated and managed luxury remodel project in record breaking three months

Studio 31 Design

2001-2004

**PRINCIPLE/ INTERIOR DESIGNER**, Interior Designer and Consultant for residential remodels and design projects, created and executed design budgets to clients specifications, hired and managed subcontractors, staged homes for resale, oversaw administration, ordering and invoicing processes and procedures, collaborated with general contractors and builders, completed projects under deadlines

Excel Communications

2003-2005

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**REGIONAL DIRECTOR**, Managed sales and marketing teams that grew company customer base through direct selling, planned and implemented training events for 100-500 sales distributors, developed business building systems, trained sales associates on sales process and procedures

- Increased company customer base by 4,000 in eighteen months
- Top sales trainer and presenter for Arizona
- Personal bio recognized and featured in Company magazine
- Presenter of Business Plan at company regional conference, 2004
- Nationally recognized voice shots and memos

TreKen Interiors

2000-2001

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**INTERIOR DESIGNER**, Collaborated interior design and material specifications for building projects, created marketing and presentation boards for clients, developed and implemented ideas with general contractors and vendors, oversaw installations

- Managed design budgets ranging from \$500,000-\$2,000,000
- Executed complete design and installation of four condos in eight weeks with a \$200,000 budget under strict deadline pressure

Education

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Mesa Community College, 1996-1998  
American Institute of Interior Design, 2000, Graduated with Honors and Dean's List  
Source Trainings Experiential Training, 2006-2008  
Promised Land Real Estate Education, 2006-2008

Public Speaking

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**NEW DIRECTION RESOURCE CENTER**, Volunteer keynotes on life skills for troubled youths at risk, 2010-Present

**BUSINESS MENTORSHIP INTL**, "How to Brand Yourself in One Minute", "Developing Emotional Intelligence", "Networking Your Way to Success", "Masterminding: Creating a board of Directors for Your Business" 2008-2010

**SOURCE TRAININGS**, "How to Live in Your Purpose Utilizing Strengths", "Transforming Your Life from the Inside Out", How to use Universal Laws to Grow Your Business" 2008-2010

**EXCEL COMMUNICATIONS**, "How to Build Rapport and Communicate Effectively", "How to Prospect a Cold Market Lead" 2004-2005

Affiliations

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Alaska State Chamber of Commerce  
Toastmasters  
Business Mentorship International, Board Member  
North Gate Alaska, Volunteer

Elizabeth Giardina Resume  
2798 Valleywood Dr. Anchorage, AK 99517  
907-602-6095  
[elizabeth@esthermedia.com](mailto:elizabeth@esthermedia.com)

## **Volunteer Experience**

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**New Direction Resource Center- Anchorage, Alaska, 2010-Present**

Volunteer Keynotes on life skills for youths at risk

**Windwalkers International-Anchorage, Alaska, 2011-2012**

Coordinated initial stages for national conference planning and budgeting

**North Gate Alaska-Wasilla, Alaska, 2010-2011**

Assist with event coordination for conferences

**Source Trainings-Phoenix, Arizona, 2008-2010**

Personal growth coach and mentor for students going through achievement programs

**Business Mentorship International-Mesa, Arizona, 2008-2010**

Board member and business mentor for start-up business owners

## Business References & Testimonials

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Elizabeth Giardina truly stands out in her field. Her commitment to excellence, follow-through and detail is unsurpassed. Elizabeth has proven to be a huge asset to me and my company over the years and has been invaluable for her direction, insight and creativity. She brings a spirit of passion and service to the table that is unique and valuable in today's marketplace. I highly recommend her for your group, organization or event.

**Dr. Matt Mannino, Founder**  
**Source Trainings LLC**

**480-497-3504**

Elizabeth is a rare businessperson. She carries the qualities of a great leader. I have worked with her on a number of projects that included event planning, team building and managing large groups of people. She is a masterful communicator. She can capture the attention of a crowd as a speaker and move them to action. I respect Elizabeth for her ambition, her commitment to excellence and her entrepreneurial spirit. She is fun, positive and proactive.

**Jordan Adler**  
**Author of Beach Money**  
**#1 Team Builder and Money Earner**  
**SendOutCards.com**

**602-850-4440**

Elizabeth is highly qualified to represent others in building teams and connections to see an event accomplished with excellence and joy. She brings a positive and "can do it" attitude as she serves the purpose of the event with a heart of cooperation. We've worked with Elizabeth on two occasions in hosting events and she is organized, follows through and keeps a positive attitude when things aren't easy. We love working with Elizabeth.

**Dennis Hotchkiss, Pastor**  
**Northgate Alaska**

**907-864-6701**



FEDERATION OF COMMUNITY COUNCILS  
Community Councils Center  
1057 West Fireweed Lane, Suite 100  
Anchorage, Alaska 99503

Abbott Loop  
Airport Heights  
Basher  
Bayshore - Klatt  
Bear Valley  
Birchwood  
Campbell Park  
Chugiak  
Downtown  
Eagle River  
Eagle River Valley  
Fairview  
Girdwood  
Glen Alps  
Government Hill  
Hillside East  
Huffman - O Malley  
Mid-Hillside  
Midtown  
Mountain View  
North Star  
Northeast  
Old Seward - Oceanview  
Portage Valley  
Rabbit Creek  
Rogers Park  
Russian Jack Park  
Sand Lake  
Scenic Foothills  
South Addition  
South Fork  
Spennard  
Taku - Campbell  
Tudor Area  
Turnagain  
Turnagain Arm  
University Area

Elizabeth Giardina  
Esther Media  
Anchorage, Alaska

February 15, 2012

Elizabeth,

I would like to thank you again for the outstanding job you performed as conference coordinator for the Federation of Community Councils' hosting of the 2011 Neighborhoods USA Annual Conference. This annual event entails meetings and workshops to provide support and advice to hundreds of people from around the country who are active in community organizations, empowerment and development.

Through your efforts we achieved a successful and well received event. We brought you into the process at a late date and you were able to pull together volunteers, venues, caterers, entertainers and a wide range of service providers. You were able to coordinate a veritable army of volunteers who operated all aspects of the conference. You are amazing in your ability to work under pressure, with short deadlines, ever changing requirements and the stress of others. You always maintained the calm, centered reason and methodical approach that was necessary for a successful event.

Thank you again. It would not have been the success that it was without your attention and time. If I am involved in event coordination again be assured I will be calling you early on for your help.

Sincerely,

Richard Tremaine  
President, 2009-11