

## **AGREEMENT FOR PROFESSIONAL COMMUNICATION CONSULTATION SERVICES**

**THIS AGREEMENT** ("Agreement") is made and entered into this 17<sup>th</sup> day of August 2023, between the City of Paramount, a municipal corporation in Los Angeles County, California, (hereinafter "CITY") and Tripepi Smith & Associates, Inc., a licensed California firm, with its primary office located at 15642 Sand Canyon Ave #52512, Irvine, CA 92619, (hereinafter "CONSULTANT") (collectively, "the Parties").

### **RECITALS**

**WHEREAS**, CITY and CONSULTANT each desire to enter into an Agreement whereby CONSULTANT will perform consulting services for CITY; and

**WHEREAS**, CITY staff does not have the expertise or capacity to perform this work in-house.

**NOW, THEREFORE, BE IT RESOLVED BY AND BETWEEN THE PARTIES AS FOLLOWS:**

#### **1. DESCRIPTION OF SERVICES**

CONSULTANT shall perform communication consultation services as more particularly described in CONSULTANT'S proposals attached hereto as Exhibit "A" and incorporated herein by reference as if fully set forth. In the event of any conflict between CONSULTANT'S proposals and this Agreement, the terms of this Agreement shall apply.

#### **2. COMPENSATION**

- (a) Except as otherwise provided herein, CITY agrees to pay CONSULTANT as full compensation for all services and duties performed. The total compensation to be paid under this Agreement shall not exceed \$140,316 in the first year, with CPI rate increases in subsequent years as shown in the proposal.
- (b) CONSULTANT will submit invoices monthly for actual services performed. Retainer Invoices shall be submitted on or about the 15<sup>th</sup> business day of each month, or as soon thereafter as practical, for services provided in the previous month. Ad Hoc Invoices shall be submitted on or about the last business day of each month, or as soon thereafter as practical, for services provided in the previous month. Payment shall be made within thirty (30) days of receipt of each invoice as to all non-disputed fees. If the CITY disputes any of CONSULTANT's fees, it shall give written notice to CONSULTANT within thirty (30) days of receipt of an invoice of any disputed fees set forth on the invoice.

### 3. MATERIALS AND SUPPLIES

Without modifying or waiving those provisions under Section 4. hereinbelow, CITY agrees to provide office space, supplies, equipment, and support services required to maintain all records and correspondence connected with the communication consultation services. No personal use of CITY equipment, supplies or services is allowed and CONSULTANT shall comply with all CITY policies regarding use of CITY resources.

### 4. INDEPENDENT CONTRACTOR

- A. CITY and CONSULTANT agree and represent this Agreement is entered into with the understanding CONSULTANT is not an employee of CITY and is intended, for all purposes, to have the status of independent contractor under Labor Code Section 2776.

In the event the CITY determines a legal, judicial, or administrative determination has a material effect upon the status of CONSULTANT as an independent contractor, the CITY shall have the right, with or without notice, to automatically terminate the Agreement. In the CITY's sole discretion, the CITY may propose modification of the Agreement's terms to permit CONSULTANT's continued provision of services.

- B. CONSULTANT is and shall at all times remain as to the CITY a wholly independent contractor. CONSULTANT shall be free from control and direction of the CITY in connection with the performance of duties, and CONSULTANT retains exclusive discretion in how to perform duties, subject to other terms and conditions of this Agreement. The personnel performing the services under this Agreement on behalf of CONSULTANT shall at all times be under CONSULTANT's exclusive direction and control. Neither CITY nor any of its officers, employees, or agents shall have control over the conduct of CONSULTANT or any of CONSULTANT's officers, employees, or agents, except as set forth in this Agreement.
- C. CONSULTANT shall not at any time or in any manner represent that it or any of its officers, employees, or agents are in any manner officers, employees, or agents of the CITY. CONSULTANT shall not incur or have the power to incur any debt, obligation, or liability whatsoever against CITY, or bind CITY in any manner.
- D. No employee benefits shall be available to CONSULTANT in connection with the performance of this Agreement. Except for the fees paid to CONSULTANT as provided in the Agreement, CITY shall not pay salaries, wages, or other compensation to CONSULTANT for performing services hereunder for CITY. CITY shall not be liable for compensation or indemnification to CONSULTANT for injury or sickness arising out of performing services hereunder.

### 5. TERM OF AGREEMENT

The term of this Agreement shall be for three (3) years effective from **August 17, 2023** or upon reaching the "not-to-exceed" compensation amount, whichever occurs first. Parties may agree to extend the agreement by two one-year terms in writing by at least thirty (30) days before the end

of the term. This Agreement may be terminated by giving written notice to the other party of that party's intention to so terminate. This Agreement shall be terminated thirty (30) days from and after the date of delivery or mailing of a notice of cancellation by either party, unless the notice specifies otherwise.

6. TERMINATION OF AGREEMENT WITHOUT CAUSE

- A. Except as otherwise provided in Section 4. hereinabove, either party may terminate this Agreement, or any portion hereof, by serving upon the other party at least ten (10) days prior written notice. Upon receipt of said notice, the CONSULTANT shall immediately cease all work under this Agreement, unless the notice provides otherwise. If a portion of this Agreement is terminated, such termination shall not make void or invalidate the remainder of this Agreement.
- B. In the event this Agreement is terminated pursuant to this Section, the CITY shall pay to CONSULTANT the actual value of the work performed up to the time of termination. Upon termination of the Agreement, pursuant to this Section, the CONSULTANT will submit an invoice to the CITY pursuant to Section 2. of this Agreement.

7. DEFAULT

- A. Either party's failure to comply with the provisions of this Agreement shall constitute a default. In the event that either party is in default for cause under the terms of this Agreement, the affected party shall promptly notify the deficient party of such default and following such notice shall have no obligation or duty to continue compensating or providing any work after the date of default and can terminate this Agreement immediately by written notice to the other party. If such failure hereunder arises out of causes beyond either party's control, and without fault or negligence, it shall not be considered a default.
- B. If CITY determines the CONSULTANT is in default in the performance of any of the terms or conditions of this Agreement, the CITY shall cause to be served upon the CONSULTANT a written notice of the default. The CONSULTANT shall have ten (10) days after service of default notice to cure the default as directed by the CITY in the notice. In the event the CONSULTANT fails to cure its default within such period of time, the CITY shall have the right, notwithstanding any other provision of this Agreement, to terminate this Agreement without further notice and without prejudice to any other remedy to which it may be entitled at law, in equity or under this Agreement.

8. AMENDMENT

Except as otherwise stated herein, any and all obligations of CITY and CONSULTANT are fully set forth and described in this Agreement. Any changes in this Agreement, including any increase or decrease in the amount of compensation or any change in the term, which shall be mutually agreed upon by and between CITY and CONSULTANT, shall be set forth in written amendments to this Agreement.

9. NONDISCRIMINATION

(a) CONSULTANT shall not discriminate in the conduct of the work under this Agreement against any employee, applicant for employment, or volunteer on the basis of race, religious creed, color, national origin, ancestry, physical or mental disability, marital status, pregnancy, sex, age, sexual orientation or other prohibited basis.

(b) Consistent with CITY's policy that harassment and discrimination are unacceptable employer/employee conduct, CONSULTANT agrees that harassment or discrimination directed toward a job applicant, a City employee, or a citizen by CONSULTANT or CONSULTANT's employee or subcontractor on the basis of race, religious creed, color, national origin, ancestry, physical or mental disability, marital status, pregnancy, sex, age, sexual orientation or other prohibited basis will not be tolerated. CONSULTANT agrees that any and all violation of this provision shall constitute a material breach of the Agreement.

10. INDEMNIFICATION

To the fullest extent permitted by law, CONSULTANT shall indemnify, defend, and hold harmless the CITY, and its officers, employees, and agents ("Indemnitees"), from and against any and all losses, causes of action, claims, liabilities, obligations, judgments, or damages, including reasonable attorney's fees and costs of litigation, arising out of the CONSULTANT's performance under this Agreement or out of the work performed by CONSULTANT, including the CITY's active or passive negligence, except for such loss or damage arising from the sole negligence or willful misconduct of the CITY. In the event the Indemnitees are made a party to any action, lawsuit, or other adversarial proceeding arising from CONSULTANT's performance of this Agreement, the CONSULTANT shall provide a defense to the Indemnitees or at the CITY's option, reimburse the Indemnitees their costs of defense, including reasonable attorney's fees, incurred in defense of such claims.

Payment by CITY is not a condition precedent to enforcement of this indemnity. In the event of any dispute between CONSULTANT and CITY, as to whether liability arises from the sole negligence of the CITY or its officers, employees, or agents, CONSULTANT will be obligated to pay for CITY's defense until such time as a final judgment has been entered adjudicating the CITY as solely negligent. CONSULTANT will not be entitled in the absence of such a determination to any reimbursement of defense costs including but not limited to attorney's fees, expert fees, and costs of litigation.

11. LEGAL RESPONSIBILITIES

The CONSULTANT shall keep informed of state and federal laws and regulations which in any manner affect those employed by it or in any way affect the performance of services pursuant to this Agreement. The CONSULTANT shall at all times observe and comply with all such laws and regulations. The CITY, and its officers and employees, shall not be liable at law or in equity occasioned by failure of the CONSULTANT to comply with this Section.

## 12. INSURANCE

(a) Required Coverage. Without limiting CONSULTANT's indemnification, it is agreed that CONSULTANT shall maintain in force at all times during the term of this Agreement the following types of insurance providing coverage on an "occurrence" basis. Said insurance, with the exception of Worker's Compensation and Errors & Omissions Liability, shall name the CITY as additional insureds and evidence of said insurance shall be delivered to CITY in certificate and endorsement forms acceptable to the CITY prior to execution of this Agreement.

☒ Commercial general liability and property damage insurance. Coverage: \$1,000,000 per occurrence. The general aggregate limit shall be twice the required occurrence limit.

☒ Worker's Compensation insurance to cover its employees as required by the Labor Code of the State of California. CONSULTANT's worker's compensation insurance shall include the following language: "All rights of subrogation are hereby waived against the CITY, its officers and employees when acting within the scope of their appointment or employment." In the event any class of employees engaged in hazardous work under this Agreement is not protected under Workers' Compensation Statutes, the CONSULTANT shall provide adequate and suitable insurance for the protection of its employees not otherwise protected.

☒ E&O/ Professional's Liability, errors and omissions liability insurance appropriate to the CONSULTANT's profession. Coverage: \$1,000,000 per Claim.

### (b) General Provisions.

(i) CONSULTANT shall obtain insurance acceptable to the CITY in a company or companies admitted in California and with a Best rating of no less than A VII or as acceptable to the CITY. The endorsements, naming the CITY as an additional insured, are to be signed by a person authorized by CONSULTANT's insurer to bind coverage on its behalf.

(ii) It shall be a requirement under this contract that any available insurance proceeds broader than or in excess of the specified minimum insurance coverage requirements and/or limits shall be available to the Additional Insured. Furthermore, the requirements for coverage and limits shall be (1) the broader coverage and maximum limits specified in this contract; or (2) the broader coverage and maximum limits of coverage of any insurance policy or proceeds available to the named insured; whichever is greater.

(iii) The limits of insurance required in the Agreement may be satisfied by a combination of primary and umbrella or excess insurance. Any umbrella or excess insurance shall contain or be endorsed to contain a provision that such coverage shall also apply on a primary and non-contributory basis for the benefit of the CITY (if agreed to in

a written contract) before the CITY's own insurance or self-insurance shall be called upon to protect it as a named insured.

(iv) Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the CITY, its elected or appointed officers, officials, employees, agents or volunteers.

(v) The insurance provided by these policies shall not be suspended, voided, canceled, or reduced in coverage or in limits except after thirty days written notice has been received by the CITY.

(c) Additional Insured. The CITY will be named as an additional insured for all liability arising out of the operations by or on behalf of the named insured, and this policy protects the additional insured, its officers, agents and employees against liability for personal and bodily injuries, deaths or property damage or destruction arising in any respect, directly or indirectly, in the performance of the contract.

(i) Each such policy shall be endorsed with the following language:  
*The City of Paramount, its elected or appointed officers, officials, employees and volunteers are included as insureds with regard to damages and defense of claims arising from: (a) activities performed by or on behalf of the Named Insured, including the insured's general supervision of the Named Insured, (b) products and completed operations of the Named Insured, or (c) premises owned, leased or used by the Named Insured.*

(ii) This policy shall be considered primary insurance as respects the CITY, its elected or appointed officers, officials, employees, agents and volunteers. Any insurance maintained by the CITY, including any self-insured retention the City may have, shall be considered excess insurance only and shall not contribute with it.

(iii) The inclusion of more than one insured shall not operate to impair the rights of one insured against another insured, and the coverages afforded shall apply as though separate policies had been issued to each insured.

(iv) The Additional Insured coverage under the CONSULTANT's policy shall be primary and non-contributory and will not seek contribution from the CITY's insurance or self-insurance and shall be at least as broad as CG 20 01 04 13.

(d) Deductibles and Self-Insured Retentions. All self-insured retentions (SIR) must be disclosed to the CITY's Risk Management for approval and shall not reduce the limits of liability. At the option of CITY, either: the insurer shall reduce or eliminate such deductibles or self-insurance retention as respects the CITY, its officers, officials, agents, employees and volunteers; or CONSULTANT shall procure a bond guaranteeing payment of losses and related investigations, claim administration and defense expenses.

Policies containing any self-insured (SIR) provision shall provide or be endorsed to provide that



comply with the requirements for a current City business license during the term of this Agreement.

17. GOVERNING LAW

The CITY and CONSULTANT understand and agree that the laws of the State of California shall govern the rights, obligations, duties, and liabilities of the parties to this Agreement and also govern the interpretation of this Agreement. Any litigation concerning this Agreement shall take place in the municipal, superior, or federal district court with jurisdiction over the CITY.

18. ENTIRE AGREEMENT

This Agreement contains the entire understanding between the parties relating to the obligations of the parties described in this Agreement. All prior or contemporaneous agreement, understandings, representations, and statements, oral or written, are merged into this Agreement and shall be of no further independent force or effect. Each party is entering into this Agreement based solely upon the representations set forth herein and upon each party's own independent investigation of any and all facts such party deems material.

19. SEVERABILITY

Any part, provision, or representation of this Agreement or any of its exhibits, including, but not limited to Exhibit "A", which is prohibited or which is held to be void or unenforceable by a court of competent jurisdiction, shall be ineffective to the extent of such prohibition or unenforceability without invalidating the remaining provisions hereof.

20. AUTHORITY TO EXECUTE THIS AGREEMENT

The person or persons executing this Agreement on behalf of CONSULTANT warrants and represents that it has the authority to execute this Agreement on behalf of the CONSULTANT and has the authority to bind CONSULTANT to the performance of its obligations hereunder.




21. This Agreement shall be deemed to have been executed and entered into in the City of Paramount, County of Los Angeles, and State of California.

**IN WITNESS WHEREOF**, the undersigned execute this Agreement on the date first written above.

Tripepi Smith

BY:

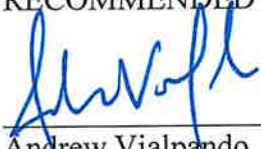
  
Ryder Todd Smith  
President

CITY OF PARAMOUNT  
A Municipal Corporation

By:

  
John Moreno  
City Manager

RECOMMENDED BY:

  
Andrew Vialpando  
Assistant City Manager

APPROVED AS TO FORM:

  
John E. Cavanaugh  
CITY ATTORNEY

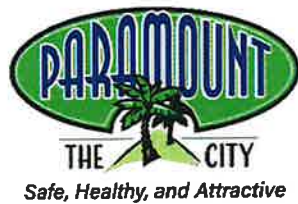
# **EXHIBIT A**



RFP response submitted for:

# CITY OF PARAMOUNT

## General Communications Support



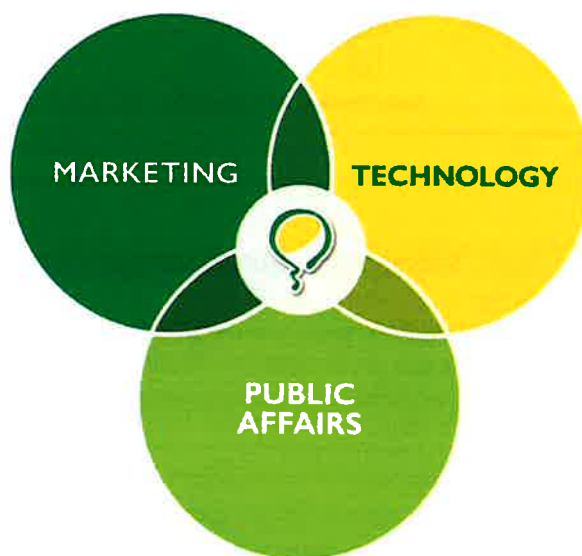
Submitted: August 1, 2023  
By: Ryder Todd Smith, Co-Founder & President  
Sara Madsen, Senior Business Analyst





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## INTRODUCTION

Thank you for the opportunity to continue our relationship with the City of Paramount as its trusted partner in communications. As your partner for public outreach and engagement for the past eight years, our team is well-positioned to help advance the City's strategic communications goals and objectives.

Triepi Smith has a strong record of working with public agencies throughout Los Angeles County and California. This work includes strategic communication plans, media relations, content development, social media management, graphic design, videography and photography, website development, crisis communications and community engagement.

Triepi Smith is a unique firm. Our mix of technical prowess and policy competency results in the advantages outlined below. In addition to our demonstrated experience and solid references, these four advantages differentiate Triepi Smith from other firms.

1. No other public affairs firm in California (that we can find) has the certifications in social media and digital platforms that Triepi Smith has. These certifications evidence our superior understanding of these platforms.
2. The breadth of Triepi Smith's team—from policy to photography and videography—is rare. This provides a cohesive, single team that simplifies management for your staff and ensures delivery of a consistent, quality product.
3. Triepi Smith's work with dozens of public agencies and municipal partners positions our team to communicate about the spectrum of issues known to local governments. Moreover, team members understand how to relate these issues to all stakeholders, including City staff, City council members, residents, businesses and other public agencies.
4. Though we have a set number of hours proposed in our contract, Triepi Smith is available to our clients 24 hours per day. There is no "bad time" to call or email us, and our response will be immediate and engaged on the issue at hand.

We appreciate this opportunity to continue to serve the Paramount community and look forward to collaborating with the City on its communications efforts.

Triepi Smith's proposal price is valid for ninety (90) days after submission to you via email.

Regards,

Ryder Todd Smith  
Co-Founder & President  
Triepi Smith

ryder@tripepismith.com • (626) 536-2173 • Fax: (949) 679-8371

PO Box 52152, Irvine, CA 92619

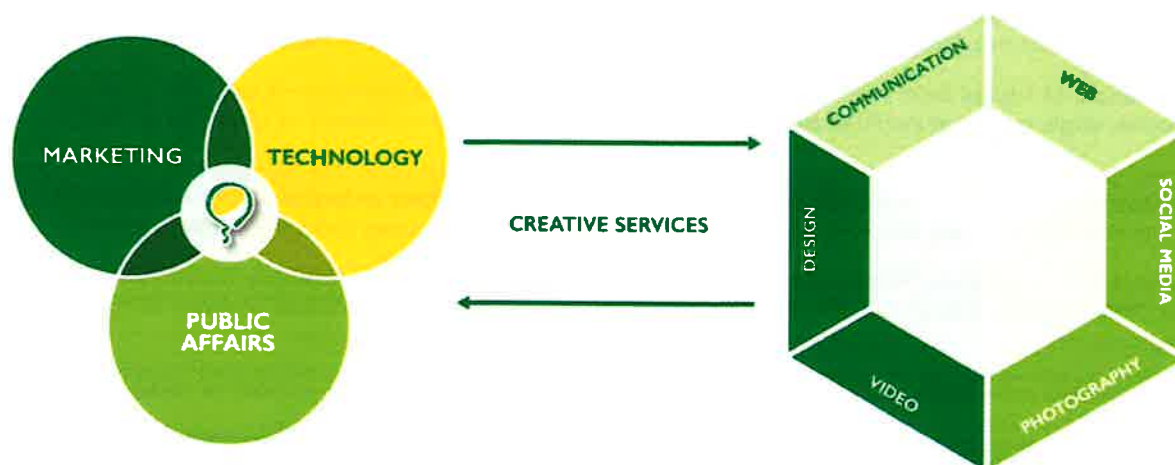
Ryder is the contact person throughout the proposal evaluation period.



## COMPANY OVERVIEW

### A Public Affairs Firm that Understands Local Government

Triepi Smith excels at public affairs. We work in a complex environment where successful communications go hand-in-hand with marketing and technical expertise. As a full-service marketing and creative services firm, Triepi Smith delivers content and design tailored for local government, public agencies, nonprofits and private companies—each strongly represented in our client list.



### Grounded in Civic Affairs

Co-Founder and CFO Nicole Triepi Smith is a second-generation civic affairs professional (her father was a city manager for 28 years), and Co-Founder and President Ryder Todd Smith brings over a decade of public agency marketing and communications experience to the table.

### Implementing Strategy and Engaging Audiences

Triepi Smith recognizes the important interplay of public affairs and design. It's about presenting ideas that advance communities and public institutions. An important corollary to this is providing the creative services that can build materials to engage audiences and make ideas resonate. Triepi Smith's multi-faceted design team enables us to reach these goals and lead effective creative strategy.

### Strategic

Triepi Smith is a provider of technology, communications and public affairs services. We leverage our skills and experiences in each of these areas to deliver efficient, technologically driven communication solutions that reflect our deep understanding of local government. Our team has a strong record of working with public agencies, joint powers authorities and not-for-profit organizations throughout California to better engage and connect with their stakeholders and community.

**"...solutions that reflect our deep understanding of local government."**



## Creative

Tripepi Smith's creative professionals have worked with public and private clients on imagery, colors and graphic design in an array of projects. Our firm offers creative services that address not only traditional media such as print, websites, logo design and advertising but also non-traditional marketing services around email campaigns, social media, blogging, SEO, video production and more. This integrated approach to content development makes the process more efficient and more effective for clients.

## Content x Distribution = IMPACT

Tripepi Smith was born in the digital era and brings significant technical skills to the table. Members of our team carry technical certifications in Hootsuite Social Media Marketing, Facebook Blueprint, Google Advertising, Google Analytics and Twitter Flight School, among others. We take digital seriously and recognize how critical it is to not only develop great visuals and messaging, but to ensure the audiences we want to reach actually see that content. Without content distribution there is no IMPACT.

## Tripepi Smith Testimonial

“ Tripepi Smith was a critical partner who helped us inform voters about Measure F-20. The firm got up and running quickly and outlined an appropriate plan to ensure transparency and public awareness of this local matter.

The results were even noticed in neighboring cities who approached me asking for guidance on how they could do the same to inform their community. ”

**Matthew Bronson**  
City Manager, Grover Beach





## Client Roster

Tripepi Smith has been selected to work with over 60 local government agencies to help with their communications. We can provide you with contacts at any of these clients and are confident you will find them to be quite happy with our services. City or city-related clients we are actively supporting are **bolded**.

### **California City Management Foundation**

City of Aliso Viejo

### **City of American Canyon**

City of Azusa

### **City of Bellflower**

### **City of Burlingame**

City of Claremont

City of Coronado

### **(City of) Culver City**

### **City of Cupertino**

### **(City of) Daly City**

City of Danville

### **City of Duarte**

City of El Cerrito

City of Fountain Valley

### **City of Foster City**

### **City of Fullerton**

### **City of Gilroy**

### **City of Grover Beach**

### **City of Hawaiian Gardens**

### **City of Huntington Beach**

### **City of Indian Wells**

### **City of Industry**

### **City of Irvine**

### **City of La Cañada Flintridge**

City of La Palma

City of La Puente

### **City of La Verne**

### **City of Lake Forest**

### **City of Laguna Hills**

City of Laguna Niguel

### **City of Lancaster**

City of Livermore

### **City of Lomita**

City of Lynwood

### **City of Manhattan Beach**

### **City of Manteca**

### **City of Martinez**

City of Millbrae

City of Morgan Hill

City of Murrieta

### **City of Napa**

City of Norwalk

### **City of Orange**

### **City of Orinda**

### **City of Palm Desert**

### **City of Palmdale**

### **City of Paramount**

City of Pismo Beach

City of Placentia

### **City of Pomona**

### **City of Rancho Palos Verdes**

### **City of Rancho Mirage**

City of Riverbank

### **City of Rolling Hills Estates**

City of Santa Ana

City of Santa Clarita

City of Santa Cruz

### **City of Santa Paula**

City of Saratoga

### **City of Stanton**

### **City of South Gate**

### **City of Tracy**

### **City of Vallejo**

City of Vista

City of Walnut

(City of) Yuba City

Town of Windsor

### **County of Merced**

### **County of Fresno**

### **County of Sonoma**

### **County of Santa Barbara**

### **County of Kings**

### **California Contract Cities Association**

### **CalChoice Energy CCA**

### **California Joint Powers Insurance Authority**

Citrus Heights Water District

Claremont McKenna College

### **Costa Mesa Sanitary District**

El Toro Water District

### **Independent Cities Association**

### **Independent Cities Finance Authority**

Inland Empire Utilities Agency

Institute for Local Government

League of California Cities

### **Municipal Management Association of Northern California**

### **Municipal Management Association of Southern California**

### **Orange County City Manager Association**

Orange County Sanitation District

Palmdale Water District

Rowland Water District

### **San Gabriel Valley City Managers' Association**

South Orange County Wastewater Authority





## Local Government Affiliation and Support

Triepi Smith is firmly committed to the local government world and actively supports the local government association and professional staff who make cities work. Our sponsorship and affiliation with professional industry groups includes:

- California City Management Foundation
- California Association of Public Information Officials
- League of California Cities
- California Contract Cities Association
- Independent Cities Association
- Orange County City Manager Association
- Cal-ICMA
- San Gabriel Valley City Managers' Association
- Municipal Management Association of Northern California
- Municipal Management Association of Southern California
- Institute for Local Government
- University of Southern California City/County Management Fellowship
- California Special District Association

## Work Samples

We encourage you to see all the work we have done for clients through our online portfolio at <https://www.triepismith.com/work>

### Triepi Smith Testimonial

“

**Triepi Smith has consistently delivered high-quality writing, impressive visuals and constructive insights that benefit our residents.**

Indian Wells wants to ensure we communicate with both residents and businesses, and Triepi Smith has helped improve and heighten our outreach and engagement efforts for each of those groups.

”

**Chris Freeland**

City Manager,  
City of Indian Wells





## Team Tripepi Smith

Ryder Todd Smith Co-founder & President		Nicole Smith Co-founder & CFO	
CREATIVE SERVICES	Katherine Griffiths, APR Principal, Editorial Lead	Jennifer Nentwig, APR Principal	Jon Barilone Principal
Kevin Bostwick Creative Director	Cameron Grimm Director	Jennifer Vaughn Director	Amy Conrad Director
Kjerstin Wingert Sr. Designer, Photography	Melanie James Sr. Analyst, Web, Design, Video	Saara Lampwalla Sr. Business Analyst	Karen Villaseñor Sr. Business Analyst
Sara Madsen Sr. Analyst, Web, Design	Nolan Voge Bus. Analyst, Video, Photo	Kaitlyn Wu Sr. Business Analyst	Sydni Overly Sr. Business Analyst
Josh Hernandez Jr. Analyst, Video	Jenni Wechsler Jr. Analyst, Design	Allison Torres Business Analyst	Kaetlyn Hernandez Business Analyst
Sophie Doane Jr. Analyst, Design	John Balliet Jr. Analyst, Video	Kevork Kurdoghlian Business Analyst	Cailyn Thompson Business Analyst
Ethan De La Peña Jr. Analyst, Video	Audrin Baghaie Jr. Analyst, Video	Charlie Mounts Business Analyst	Kalee Cummings Business Analyst
Tristan Thompson Jr. Analyst, Video	Daniel Ceruti Jr. Analyst, Video	Kylie Sun Business Analyst	Melanie Moore Business Analyst
Skyler Addison Business Analyst	Peter Johnson Business Analyst	Kayla Cao Jr. Business Analyst	Amy Gallagher Jr. Business Analyst
Morgan Mock Jr. Business Analyst	Alyson Nichols Jr. Business Analyst	Amanda Avery Jr. Business Analyst	Kendall Lowery Jr. Business Analyst
Sophia Silane Jr. Business Analyst	Noelle Feaster Jr. Business Analyst	Madeline Pettit Jr. Business Analyst	Mackenna Morrice Jr. Business Analyst
Maximilian Weirauch Jr. Web Developer	Abigail Wolf Jr. Business Analyst	Cole Williams Jr. Business Analyst	Devin Antonio Jr. Business Analyst
Mia Valenzuela Jr. Business Analyst	Olivia Rizzuto Jr. Business Analyst	Jacob Lyle Jr. Business Analyst	Madison Garra Jr. Business Analyst
Sarah Klem Jr. Business Analyst			

Tripepi Smith's team of 54 communications experts offers the right professionals for the job while being small enough to be nimble and responsive. Tripepi Smith has a spectrum of experience and skills that allows us to apply the appropriate resource to the appropriate tasks to both execute faster and reduce engagement costs. These skills vary by both years of experience and core hard skills (graphic design, videography, writing, and social media, for examples). At Tripepi Smith, experienced directors and analysts drive strategy and implement messaging with support from two in-house accredited public relations professionals. Government affairs experts and policy wonks innovate for our dozens of municipal clients. Fourteen creative professionals generate compelling branding, websites, design, social media, photography and video. The result: we have an ability to tell a complete story across mediums all within our one team.

Our firm operates in a virtual office environment. Being virtual allows us to engage the right talent at the right time, and it enables us to operate more efficiently to save money for clients. That said, the team—composed of policy wonks, creative message developers, technology gurus and graphic and fine artists—is centered in Southern California, with representatives in Texas, Arizona and New Mexico.




## KEY PERSONNEL

It is anticipated that Business Analyst **Skyler Addison** will be the team lead for the proposed engagement. Skyler will handle project management, logistics, coordination and creative direction. Junior Business Analyst **Kayla Cao** will provide support for content development, and Junior Business Analyst Jenni Wechsler will provide graphic design



services. **Sara Madsen** will handle account management and be available as needed for strategic direction and support. The full Tripepi Smith team, which is large and growing, will also be available to provide specific support throughout the engagement as needed.

*(Learn more about the Key Personnel in the Resume section of this proposal.)*

Team Member	Role Description
 <p><b>Sara Madsen</b> Senior Business Analyst</p>	<p>Sara Madsen has a skill set that is simultaneously wide and deep, ranging from graphic design to website development to account and project management; she is one of Tripepi Smith's most trusted 'Swiss Army knives.' With a formal education in marketing and environmental sustainability from San Diego State University, Sara brings technical prowess and creative savvy to the clients she serves. Her work as a Senior Business Analyst includes providing key account management support and project leadership, while concurrently delivering on a variety of creative projects.</p> <p>Her clients include City of Laguna Hills, City of Lomita, City of Paramount, City of Orange, City of Yucca Valley, City of Blythe, Clean Energy Alliance, CalChoice, Pomona Choice Energy, Palmdale Energy, Pivot Charter Schools, California Urban Forest Council, Renne Public Law Group and TS Talent Solutions.</p> <p>Sara is certified in Google Analytics and is a Constant Contact Certified Solutions Provider and Hootsuite Social Marketing Professional. She has also completed the Public Policy Making Academy II at the University of California, Irvine and the Executive Education Forum for Local Leaders at the University of Southern California.</p>
 <p><b>Skyler Addison</b> Business Analyst</p>	<p>Skyler Addison knows the power of a well-told story in transforming and transmitting a message to a large audience. She graduated cum laude from Claremont McKenna College, receiving a dual degree in Literature (honors) and Government. Skyler was involved in several activities on campus that enhanced her writing, event planning and marketing skill sets. She was most recently a student manager for Gould Center for Humanistic Studies, a research institute where she established creative research fellowships and robust online programming for students. Skyler completed professional internships in both majors that have enabled her to illuminate the intersection between messaging and good governance.</p> <p>Skyler is a certified Hootsuite Social Marketing, Constant Contact and Sprout Social Professional. She is an expert in updating websites, managing social media and strategizing marketing plans. Her client work includes: City of El Cerrito, City of Yucca Valley, City of Culver City, City of Pacific Grove, City of Orinda, City of Lancaster and City of Covina.</p>
 <p><b>Kayla Cao</b> Junior Business Analyst</p>	<p>Kayla Cao brings a strong writing background to the Tripepi Smith team with experience in newspaper journalism, blog writing, and marketing. She recently graduated from Biola University with a Bachelor of Arts in Journalism with an emphasis in Writing and Publishing. She developed her writing and leadership skills through her time as a section editor and staff writer for the university newspaper, The Chimes and her internships at Biola's Center for Marriage and Relationships and the Orange County chapter of the Make-A-Wish Foundation. After graduating, Kayla gained additional marketing experience at Mark 1 Mortgage and Wealth Academy, where she regularly wrote, designed, and published local real estate content.</p> <p>Kayla is a certified Hootsuite Social Marketing professional. Her client work includes, City of American Canyon, City of Napa, City of Paramount, City of Lomita, City of Baldwin Park, SCV Water, California City Managers Foundation and ProcureAmerica.</p>



## Services Offered

### Strategy, Marketing, Communications

- ◆ Strategic development, research, surveys, messaging
- ◆ Social media management
- ◆ Web and social media strategy, optimization (SEO), metrics
- ◆ Web hosting and support
- ◆ Email campaigns
- ◆ Relations (media, stakeholders, public, government)
- ◆ Support and training for events, presentations and virtual gatherings
- ◆ Google AdWords, LinkedIn and Facebook advertising

### Creative Services

- ◆ Full-service graphic design for digital, print and outdoor
- ◆ Brand and logo development
- ◆ Content generation, writing and editorial
- ◆ Output services (digital distribution, print management, mail management)
- ◆ Photography, illustration and information graphics
- ◆ Video and animation
- ◆ Web design and implementation



## PROPOSED SCOPE OF RETAINER

### Bi-Weekly Check-In Calls & Content Planning

To coordinate our efforts with City Staff and sustain momentum on projects, Triepi Smith will schedule a recurring, one-hour bi-weekly phone call that will include a City-designated lead for our engagement. These weekly calls will help drive content planning for various communications channels, including website articles, press releases and social media posts and stories. Call content will focus on story plans, new issues or concerns that need to be communicated, identification of major themes or ideas to address in the coming weeks, review of recent media mentions and social media comments and sharing of communication opportunities uncovered from scanning city council agendas. This will be a working call during which Triepi Smith will manage an agenda and provide notes for each call. After each call, the client will receive an action summary email about decisions made on the phone call and related action steps. We will produce work, such as press releases and article drafts, in a shared workspace where the City can see our progress in real time and provide instant feedback as needed. These tools allow for enhanced collaboration and expedite the production process.

### News Articles & Press Releases

Triepi Smith will draft up to two (2) news articles, press releases and/or official statements, which are typically up to five hundred (500) words in length, per month. The City would direct the allocation of stories with Triepi Smith's suggestions, making internal subject matter experts available to aid the development of the stories when needed. Additionally, this assumes the City would provide a media and external agencies notification list for use by Triepi Smith where a press release scenario is desired. The City would also facilitate timely approval of quotes in the release when connected with City Staff or City Councilmembers.

### Social Media Management

**Content Creation:** Social media content creation involves: planning, fact-checking, sourcing graphics, grammar checking and scheduling the post. Triepi Smith will create up to five (5) posts per week over the course of a month (or generally 20 post a month) and distribute them on up to five (5) platforms (e.g. Facebook, Instagram, Twitter, LinkedIn, Nextdoor).

**Monitoring:** Triepi Smith will continue social media monitoring on the City's Facebook page and designated Facebook groups/pages seven days a week in the morning and evening. Staff will raise flagged posts to staff and configure a plan of action. When appropriate, Triepi Smith is available to draft responses, which will require fact-checking and guidance from the City.

**Additional:** Our work also includes optimizing social media accounts to boost performance and keeping up to date on the latest social media platform updates and options. Boosted posts and targeted ads are also helpful in disseminating information to community members, and Triepi Smith is fully capable of running and tracking these paid campaigns (fees to be agreed upon and paid by the City).

### Monthly Dashboard Metrics Report

Each month, Triepi Smith will provide a summary report of the basic metrics (reach, posts, engagement, etc.) related to City-controlled social media platforms and other key metrics if available, such as website visits and e-newsletter platform metrics. This will help us evaluate the success of our efforts as well as serve as an ongoing feedback mechanism for gathering valuable insights that can help inform ongoing communication strategy.





### **Bi-Annual Communications Calendar Planning Sessions**

The main goal during these two-hour meetings is that each department identifies key communication opportunities and wins to celebrate in the next 6-12 months. We document all this into a shared spreadsheet/editorial calendar that can then serve as a roadmap for the organization to track communications opportunities—or to hand off to the communications team to execute. The exercise breaks down barriers between departments and often helps senior staff recognize communications opportunities they were simply unaware of before. The process also includes Triepi Smith preparing and giving a presentation that covers notable communications wins to review what has worked well. We conduct these meetings on a bi-annual basis to refresh our 12-month calendar and stay apprised of the upcoming communication priorities. Additionally, Triepi Smith will curate a content calendar with staff that can be shared with media contacts.

### **Unlimited Website Content and Technical Updates**

Triepi Smith will perform unlimited website content and technical updates for the Paramount Environment and Explore Paramount websites. Both websites' annual hosting fees will also be covered under this retainer.

### **Cable Channel Content Management**

Triepi Smith will manage the cable channel content on the Cablecast system which includes uploading and scheduling meeting replays, adding new content, and editing Carousel slide content to ensure accurate information is being broadcasted. We will work with City staff to identify new content or can work with the City to produce videos for the channel, as well.

## **Ad Hoc Work (if needed)**

If the need arises for any additional ad hoc services, Triepi Smith is ready to provide those services and is providing our hourly rates for the full array of our resources to support City communication efforts. Examples of these ad hoc projects include but are not limited to video production, photography services, virtual meetings/events, website support and content management for City website and a wide array of graphic design and branding services. A \$30,000 ad hoc allowance has been put aside that should be more than sufficient for a year given historical trends.

### **City Meeting A/V Support and Cable Channel Content Management**

Triepi Smith provides expertise in council meeting video production. We deliver high-level A/V technical expertise and full-scale, multi-camera event production with livestreaming and cablecasting capabilities. We handle everything from mixing, operating and scheduling recordings. Our team can also review your existing video equipment and suggest pathways to improve efficiency and quality. Triepi Smith is ready to help ensure your next meeting is accessible to all of your constituents.

### **Video Production**

This is the era of video, and every agency has the opportunity to have their own TV station. By enlisting the Triepi Smith video team, you can elevate your image, showcase the personalities of your organization, and distill complex information into content that is easy to understand and optimized for various channels. Video services include State of the City videos, animated explainer videos, interviews, livestreams, public service announcements, event promotion and recap videos, marketing/promotional videos, drone footage and more.

### **Photography**

Photos capture the moments that matter and tell a story that words can sometimes never match. Triepi Smith's team of professional photographers and pro-level equipment delivers an array of



photography needs. Our services include stock photography, headshot and portrait photography, aerial imagery and event photography.

### **Graphic Design**

In today's stream of media, it can be challenging to make local government messaging stand out. So it's more important than ever to design materials that are attractive and interesting, and reflect the professionalism and importance of the content.

Our creative experts design across the board, from the simplest postcard to entire rebrands. Working with various agencies everyday leaves our designers as experts in local government messaging. So not only do they make materials look great, but also understand how to configure content to make it engaging, informative and effective.



## ESTIMATED COST OF ENGAGEMENT

Deliverable	Quantity/Notes
<b><u>Project Management</u></b>	Leverages Senior Business Analyst, Business Analyst and Junior Business Analyst
Conduct bi-weekly client check-in calls, provide check-in call recap outlining action items and deadlines, advise on media relations and strategy	Max. of 60 minutes per call
<b>MONTHLY TOTAL TASK COST</b>	<b>\$1,761.00</b>
<b><u>Social Media Management</u></b>	Leverages Junior Business Analyst with support from Senior Business Analyst
Create and publish social media post content.	<b>5 posts/week</b>
Council Agenda Review to mine opportunities for social media	Social media graphic design included
Monitor the City's Facebook page and designated Facebook groups/pages seven days a week in the morning and evening.	Monitoring 7 days a week in AM and PM
<b>MONTHLY TOTAL TASK COST</b>	<b>\$4,290.00</b>
<b><u>Press Releases/News Articles</u></b>	Leverages Junior Business Analyst with support from Business Analyst with media relations expertise
Create and publish press releases and/or website news articles. Relationship development with local media.	<b>2</b> press release or news article per month
<b>MONTHLY TOTAL TASK COST</b>	<b>\$985.00</b>
<b><u>Metrics Reporting</u></b>	Leverages Junior Business Analyst with review support from Senior Business Analyst
Produce regular report on key performance metrics for external communication channels: social media, email, etc.	<b>1</b> report per month
<b>MONTHLY TOTAL TASK COST</b>	<b>\$615.00</b>
<b><u>Bi-annual Strategic Communications Planning</u></b>	Leverages Senior Business Analyst, Business Analyst and Junior Business Analysts
Bi-annual meeting with Dept. heads to plan next year of communication opportunities	<b>1</b> meeting every 6 months Max. of 2 hours per meeting
Keeping centralized "Content Calendar" updated throughout the year for staff's reference	Via Google Sheets
<b>MONTHLY TOTAL TASK COST</b>	<b>\$230.00</b>
<b><u>Cable Channel Content Management</u></b>	Leverages Senior Business Analyst and Council A/V Operator
Uploading and scheduling meeting replays, adding new content, and editing Carousel slide content.	
<b>MONTHLY TOTAL TASK COST</b>	<b>\$515.00</b>
<b><u>Website Management and Hosting</u></b>	Leverages a Junior Business Analyst
Website content updates and technical support for the Paramount Environment and Explore Paramount websites. Annual hosting fees included.	Annual hosting fees for two websites (Environment and Explore) Up to nine hours a month for tech and content support for both websites (Environment and Explore)
<b>MONTHLY TOTAL TASK COST</b>	<b>\$797.00</b>
<b>TOTAL MONTHLY RETAINER COST</b>	<b>\$9,193.00</b>
<b>ANNUAL RETAINER COST</b>	<b>\$110,316.00</b>
<b>ANNUAL AD HOC BUDGET</b>	<b>\$30,000.00</b>
<b>TOTAL CONTRACT VALUE</b>	<b>\$140,316.00</b>





## RATES AND BILLING

	Hourly - Standard	Hourly - Retainer
Principal	\$350	\$295
Director	\$240	\$215
Art/Creative Director	\$240	\$215
Senior Business Analyst	\$190	\$165
Business Analyst	\$130	\$110
Junior Business Analyst	\$105	\$90
Senior Videographer/Animator	\$190	\$165
Senior Photographer	\$160	\$135
Videographer/Photographer	\$120	\$100
Senior Graphic Designer	\$175	\$145
Graphic Designer	\$120	\$100
Junior Graphic Designer	\$105	\$90
Web Developer	\$195	\$165
Drone Operator	\$195	\$165
Council Chamber A/V Operator	\$105	\$90

### Retainer Agreements

Many Tripepi Smith clients have a fixed baseline of work they need done every month, and then they layer in time & materials work on top of that. These clients, when their retainers exceed \$6,750 a month, can have access to our reduced Hourly – Retainer rates noted above.

### Billing

Time at Tripepi Smith is billed in 15-minute increments – i.e. we invoice our time in the following examples: 1.25, .75, 4 or 6.5 hours.

For Retainer work, we invoice at mid-month. For Ad Hoc work, we invoice at the end of each month for that month's services. Terms are NET 30 days.

If Tripepi Smith is requested to be onsite, we will invoice for travel time at half rate of the resource's Standard Rate. However, if the resource is onsite for at least six hours of billable time, we will not invoice for travel time. Travel costs will be reimbursed when agreed upon by the client.

### Annual Increase

On the anniversary of the contract in Years 2 and 3, Tripepi Smith will increase the hourly rates and retainer fees for all resources by five percent (5%) or the [national BLS Consumer Price Index \(CPI\)](#)—whichever is higher. On the anniversary of the contract in optional Years 4 and 5, Tripepi Smith will increase the hourly rates and retainer fees for all resources by the [national BLS Consumer Price Index \(CPI\)](#) only.



## Other Costs

Because Tripepi Smith offers a broad set of services, including extensive content production, we have some other content production-related fees that may come up during the course of our engagement that we want to tell you about.

### Equipment Fees

Tripepi Smith offers some services that require equipment, such as drone operations and video production. As such, in those cases, the following rates apply:

	Half Day	Full Day
Video Equipment	\$400	\$600
Drone Equipment	N/A	\$500

\$600 for a full day of video equipment use (includes full set of video equipment). Full day is defined as a shoot lasting four (4) or more hours. \$400 for a half day of video equipment use. Half day is defined as anything up to four hours of video production. All such expenses will be authorized by the organization prior to fee being assessed.

\$500/day drone fee applies and is not inclusive of the drone operator time (Drone Operator rate).

### Print & Advertising Fees

	Client Pays Directly	Client Reimburses TS
Print costs, digital promotion, media placement	No Fees	10%

**Print Costs:** Tripepi Smith is happy to use a printer of the client's choosing for print production work, or to recommend a printer with whom we have experience. Tripepi Smith typically has the printer bill the client directly for work. Tripepi Smith makes no money on print services and has no economic interest in the selected print vendor other than ensuring quality and fair pricing for our clients. If Tripepi Smith is asked to pay the bill for the client, we will apply a 10% agency fee to the reimbursement expense.

**Digital Advertising:** Tripepi Smith is a Google Partner and Constant Contact Solution Provider and has Facebook Certified staff. We consider digital platforms to be a cornerstone element of any outreach strategy; often this comes with digital advertising fees. Tripepi Smith typically uses a client's credit card to cover such fees, and those fees are impossible to estimate at this time without our firm being engaged in the work with the team. If a Tripepi Smith credit card is used to run the advertising campaign, then we will charge an additional 10% agency fee on all advertising charges to compensate for the administrative overhead.

**Media Placement:** Purchase fees for advertising media space is not included on Tripepi Smith advertising proposals. Usually, clients contract directly with media, but in the event Tripepi Smith covers these fees, then we will charge an additional 10% agency fee on all advertising charges to compensate for the administrative overhead.

### Tripepi Smith Partnership Discounts

Tripepi Smith has financial interest in certain related entities. These partnerships allow Tripepi Smith to offer clients extra media reach or additional services at partner pricing. Partnerships include:

#### PublicCEO

– digital news about public affairs, reaching over 10,000 California government executives

<https://www.publicceo.com>



## **Civic Business Journal**

– digital interest stories about the people in local government

<https://www.civicbusinessjournal.com>

## **FlashVote**

– planning, implementing, measuring civic surveys

<https://www.flashvote.com>

## **TS Talent Solutions**

– talent search services for local government and related agencies

<https://tstalentsolutions.com>



## References

Contact	Description
<b>City of Lomita</b> <b>Ryan Smoot</b> City Manager 310.325.7110 r.smoot@lomitacity.com	Communication and public outreach for Lomita Water, district formation, and other general City communications. Includes website management, social media content development, graphic design support including the creation of billing inserts, and other content development
<b>Pivot Charter School</b> <b>Jayna Gaskell</b> Executive Director 530.550.7616 jgaskell@pivotcharter.org	Online advertising campaigns, social media management, collateral development, web content and maintenance, photography and videography, print advertising
<b>California City Management Foundation</b> <b>Ken Pulskamp</b> Executive Director 661.510.0888 ken@cacitymanagers.org	Communications planning, membership support, website design, website support, graphic design, event staffing, event planning, photography, videography, program management
<b>Clean Energy Alliance</b> <b>Barbara Boswell</b> CEO 661.510.0425 bboswell@thecleanenergyalliance.org	Originate brand (brand statement, tagline, logo design, brand guidelines), communications support retainer
<b>City of Tracy</b> <b>Barbara Harb</b> EDPF, Economic Development Analyst 209.831.6491 Barbara.harb@cityoftracy.org	Message development, audience identification, graphic design, and digital advertising campaign management



## APPENDIX: RESUMES

# SARA MADSEN

### TRIPEPI SMITH – SENIOR BUSINESS ANALYST/SENIOR GRAPHIC ARTIST

08/22 – PRESENT

- Manage account strategy, budget, analytics, logistics, and direct staff in execution of communication initiatives.
- Serve as project manager lead across multiple clients; execute project management tasks and ensure deliverables are completed efficiently and meet and exceed client quality expectations
- Manage creative strategy and execute graphic design on assignments such as logo development, infographic design, print and digital design
- Manage website design process, content transfer, modification and maintenance
- Produce and distribute newsletters, press releases, social media and website content

### TRIPEPI SMITH – BUSINESS ANALYST/GRAPHIC ARTIST

01/21 – 08/22

### TRIPEPI SMITH – JUNIOR BUSINESS ANALYST/GRAPHIC ARTIST

07/18 – 12/20

## EDUCATION

- Bachelor of Science in Marketing, Concentration: Integrated Marketing Communications, Minor in Sustainability – San Diego State University – San Diego, CA – Cum Laude
- Associate of Arts in Visual Communications – Fashion Institute of Design and Merchandising – Los Angeles, CA – Magna Cum Laude

## PROFESSIONAL DEVELOPMENT

- UCI Public Policy Making Academy II 03/20
- CAPIO “Facebook and Instagram for Government” Workshop 12/19
- USC Executive Education Forum for Policy and Administration 10/19

## CERTIFICATIONS

- Hootsuite Social Marketing 06/19
- Google Analytics 06/22
- Constant Contact Certified Solutions Provider 07/22

## SOFTWARE

- Adobe Illustrator, Photoshop, InDesign and Lightroom
- Constant Contact and Mailchimp
- WordPress
- ArcGIS StoryMaps
- Hootsuite
- Canva
- Microsoft Office



# SKYLER ADDISON

## TRIPEPI SMITH – BUSINESS ANALYST

01/23 – PRESENT

### TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

08/21 – 1/23

- Conduct market research to provide client insights and build company services
- Manage social media platforms, create original copy and graphics and monitor KPIs for clients to inform social strategy
- Research client's key audience and conduct comprehensive communications audits to maximize client's marketing plan
- Write stories and press releases for the firm's website and city clients

## GOULD CENTER FOR HUMANISTIC STUDIES – STUDENT MANAGER

04/20 – 04/21

- Collaborated in the transition of engaging academic, cultural and pre-professional events to an online platform during the COVID-19 pandemic
- Redesigned and managed the institutional website to optimize online traffic and engagement with events
- Created paid research fellowships that sponsored over 30 students' creative work

## SHAHID BUTTER FOR CONGRESS – STAFFED COMMUNITY OUTREACH

04/20 – 08/20

- Combined active listening skills with legislative knowledge to advocate for an outsider candidate during cold calls
- Called over 1,600 San Francisco-based voters using ThruTalk

## DAVID BLACK LITERARY AGENCY – AGENCY INTERN

05/19 – 08/19

- Researched and executed a multi-media marketing plan for an upcoming book, presenting at a HarperCollins agency meeting
- Line-edited clientele transcripts for content and style, providing detailed collaborative feedback
- Conducted weekly qualitative, quantitative comp-research for potential/pre-existing projects while taking heed of marketplace gaps and sale trends through NPD Bookscan
- Fulfilled financial fiduciary role through contractual work, royalty bookkeeping and professional correspondence

## COLLEGE PROGRAMMING BOARD, CLAREMONT MCKENNA – DIRECTOR OF ARTS

11/17 – 01/19

- Conceptualized and executed on/off-campus arts related events for a diverse student audience
- Initiated partnerships with campus organizations and bargained with vendors
- Managed a \$12,000+ budget while being financially transparent with bookkeeping

## EDUCATION

- Bachelor of Arts in Literature and Government – Claremont McKenna College – Claremont, CA
  - Cum Laude, Honors in Literature, 2x Creative Writing Prize Recipient, Appel Fellowship Recipient
  - Senior Thesis: "On the Total Communicative Efficacy of Music and Its Synthesis to Written Word via Bob Dylan and Kendrick Lamar"

## CERTIFICATIONS

- Hootsuite Social Marketing 08/21
- Constant Contact Solutions Provider 08/21
- Sprout Social 09/21

## SOFTWARE

- Photoshop
- Microsoft Office
- Google Suite
- Wordpress
- Audacity

# KAYLA CAO

## TRIPEPI SMITH – JUNIOR BUSINESS ANALYST

01/22 – PRESENT

- Conduct market research to provide client insights



- Manage social media platforms and respond to public questions
- Write stories and press releases for the firm's website and city clients

## **BIOLA UNIVERSITY'S CENTER FOR MARRIAGE & RELATIONSHIPS – MARKETING & COMMUNICATIONS INTERN** **08/19 – 05/20**

- Wrote and edited copy for main site
- Managed email distribution list and created content for weekly newsletters
- Coordinated media content publishing within university departments
- Developed social media content across multiple platforms and tracked account analytics

## **CHIMES NEWSPAPER – ARTS & ENTERTAINMENT EDITOR**

**08/19 – 05/20**

- Oversaw entire section, training and guiding writers to curate an array of articles online and in print
- Promptly communicated with staff writers and freelancers to maintain established deadlines
- Collaborated with media team to convey stories through copy as well as photo/video
- Managed multiple projects while staying true to publishing high quality content 3x weekly and 5x biweekly

## **CHIMES NEWSPAPER – ARTS & ENTERTAINMENT STAFF WRITER, APPRENTICE**

**08/18 – 05/19**

- Wrote and pitched stories for the section weekly
- Conducted interviews needed for event coverage and feature pieces
- Assisted the section editor in copywriting, while also writing stories and adjusting the design of pages for the print edition of the newspaper

## **EDUCATION**

- Bachelor of Arts in Journalism, Emphasis in Writing and Publishing – Biola University – La Mirada, CA

## **CERTIFICATIONS**

- Hootsuite Social Marketing

01/22

## **SOFTWARE**

- |               |                 |                    |
|---------------|-----------------|--------------------|
| • Canva       | • Adobe Acrobat | • Later            |
| • Squarespace | • Google Office | • Microsoft Office |

