

**CITY OF CORONADO****CITY OF CORONADO, CALIFORNIA
APPLICATION FOR COMMISSION, COMMITTEE, OR BOARD**

The purpose of this application is to provide the Mayor and members of the City Council with background information on persons who wish to serve on a board, commission or committee of the City. Persons appointed must be citizens of the United States; an elector of the City; and must reside in the City of Coronado throughout their tenure of office.

03/13/2023

(Date of application)

Andrew Gade

(Full Name)

[REDACTED]

(Home Address)

[REDACTED]

(Mailing Address)

[REDACTED]

(Home Phone\Business Phone)

[REDACTED]

(Email Address)

San Diego Tint, Owner

(Indicate business, profession or occupation)

Bachlors Degree in Economics, SDSU

(Educational qualifications)

(Professional experience)

(Resume attached if included)

Mobility Commission

(Indicate choice of board, commission or committee)

Andrew Gade

(Full Name)

[Agreed] If appointed, I will agree to attend the meetings as called for this commission.

[Agreed] I will comply with the ethics and disclosure laws required by the City of Coronado and State law.

NOTE #1: Applicants must be United States citizens, registered to vote in the City of Coronado, and must have a residency fixed within the boundaries of the City of Coronado. All appointees must successfully pass a state mandated ethics training course biennially.

NOTE #2: This application will remain on file for one year from the date of submission.



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03/20/2023

(Date of application)

Deniz Ozakcay

(Full Name)

[REDACTED]

(Home Address)

[REDACTED]

(Mailing Address)

[REDACTED]

(Home Phone\Business Phone)

[REDACTED]

(Email Address)

GIS Analyst

(Indicate business, profession or occupation)

BA Geography SDSU, Geographic Information Systems Cert UC Riverside Extension

(Educational qualifications)

See Resume (Attached)

(Professional experience)

(Resume attached if included)

Mobility Commission

(Indicate choice of board, commission or committee)

Deniz Ozakcay

(Full Name)

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DENIZ OZAKCAY

Coronado resident of eight years with 15 years experience in the transportation field interested in improving multimodal mobility, access, and safety across the island.



Education

San Diego State University
B.A. Geography, 2006

Skills

Esri Enterprise
SQL Server
Photoshop
MS Office

Experience

Caltrans, San Diego — 2013-Present

GIS Analyst

Conduct spatial analysis using ArcGIS Pro along the project development cycle from planning to maintenance phase.

Establish mobile collection system for asset management using Esri Field Maps.

Publish REST services on ArcGIS Enterprise for office and field staff.

Establish SQL database and develop guidelines with Data Governance Committee.

Create large format graphic displays for reports, presentations, and public meetings.

San Diego Regional GIS Council — 2012-2014

Secretary

Coordinate presentations for quarterly GIS community meeting.

Document meeting minutes and distribute

Caltrans, San Diego — 2008-2013

Transportation Planner

Perform spatial analysis of land use and transportation trends using GIS.

Upkeep of Traffic Operations Branch field assets in a spatial database.

Coordinate with binational committees for Otay Mesa East and SR-11 expansion.

Track parcel appraisal and acquisition for Right of Way staff.

EDAW — 2007-2008

GIS Intern

Collaborate with urban designers, archaeologists, biologists, public planners to supply supporting map documents in Environmental Impact Reports.

Prepare and process GPS units and the subsequent data collected in the field.



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03/24/2023

(Date of application)

Laura Wilkinson Sinton

(Full Name)

[REDACTED]

(Home Address)

[REDACTED]

(Mailing Address)

[REDACTED]

Phone\Business Phone)

[REDACTED]

(Email Address)

Consultant

(Indicate business, profession or occupation)

B.A. San Diego State University; Masters of Sustainability Leadership, Arizona State University (award Summer 2023)

(Educational qualifications)

See Resume (Attached)

(Professional experience)

(Resume attached if included)

Mobility Commission

(Indicate choice of board, commission or committee)

Laura Wilkinson Sinton

(Full Name)

[Agreed] If appointed, I will agree to attend the meetings as called for this commission.

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LAURA WILKINSON SINTON

GLOBAL COMMUNICATIONS/MARKETING/OPERATIONS EXECUTIVE

Coronado, CA • [REDACTED] • [REDACTED] • [REDACTED]

- An award-winning strategic communications and marketing leader with 15+ years of excellence in executing innovative marketing/brand growth strategies to drive multimillion-dollar growth and brand value for start-ups, Fortune 500 firms, and international financial inclusions firms. Sustainability expertise.
- A commercial pioneer with a track record of building new ventures, offering thought leadership to propel brand recognition, messaging, and creative campaigns for launching compelling new products to market across the broadcast, energy, fintech, education, and cannabis industries.
- A collaborative leader who develops diverse, inclusive, cross-functional teams and cultivates robust relationships with industry leaders, board members, customers and community stakeholders while serving as a spokesperson for both for-profit and non-profit organizations.

AREAS OF EXPERTISE

Organizational Leadership | Sustainability | Interactive Marketing and Analytics | Business Operations Management | Sales and Marketing | Product/Service Brand Development and Launch | Change Management | Strategic Communications/Crisis Communications | Project Management | Diversity and Inclusion Strategies | Digital Media Analytics and Data Management | Community and Public Outreach | Thought Leadership | Public Relations | Customer Acquisition and Retention | Start-Up Operations

CAREER HIGHLIGHTS

- **Obtained over 150% of revenue goals by driving sales, marketing, and communication partnerships** and established new measurement metrics for marketing communication initiatives at a Fortune 500 Public Utility to measure brand effectiveness.
- **Delivered over \$40M in revenue at CBS Broadcasting** by developing and directing the team for customer digital marketing and media campaigns, events and experiential marketing, radio broadcast, audio streaming and Atlanta Falcons Radio Network campaigns while capturing the voice of the user/listener data.
- **Drove sales revenue goals at AGL Resources** while devising and executing new actionable, data-driven insights to inform product and marketing strategies collaboratively with sales and government relations teams measurement metrics for both internal and external corporate communications practices to benchmark and improve employee/stakeholder engagement at all levels.
- **Redesigned and deployed 14 external-facing websites and enterprise-wide intranet** while directing new social media strategies and robust content management systems to raise AGL Resources' profile and strengthen engagement with key stakeholders.
- **Became the top new revenue performer at Cox Media, producing over \$25M in revenue for the company** while attaining durable customer growth, key customer account retention, new customer business development and marketing strategies.
- **Created cross-platform multimedia campaigns, including event marketing, radio, direct mail/email, digital marketing (SEM and SEO, social media, display), broadcast/print, and brand enhancement programs** to increase customer visibility and client base growth at Cox Media Group.
- **Secured \$4M in venture capital for DigitalMojo, Inc. and secured private and government contracts for original revenue streams** while commencing construction on a secure operations center for real-time monitoring and facilitating the company sale.
- **Achieved in excess of 200% revenue growth in four years (over \$80M) at Susquehanna Broadcasting Corp** and developed new website content management and revenue streams, customer loyalty programs, and digital media communications opportunities.

PROFESSIONAL EXPERIENCE

CALIGROWN™ AFC PRODUCTS LLC., San Diego, CA

Managing Member

Aug 2017 to Present

- Leads this start-up company in San Diego currently applying for legal cannabis business permits and retail storefront dispensary licenses within Southern California. New targeted products for Latinx customers in research and development.

- Consults and develops joint ventures with various publicly traded and privately held cannabis manufacturers and ancillary businesses while serving as a consultant on social equity and diversity program development with municipalities crafting ordinances for legal commercial cannabis commerce.
- Leads and develops programs and outreach as Content Subcommittee chair on the National Cannabis Industry Association devising best practices and content communications for the nascent industry.

SUNRIVER BROADCASTING CORP., Bend, OR

Principal and Shareholder

Jun 2006 to Oct 2020

- Co-led the operations of the company from start-up, including completing engineering studies, site development, and successful licensing by the US Federal Communications Commission, and construction and brand launch of new FM radio stations. Handed operations to partner in 2008.
- Sold first two stations and created a third FM station in 2015 with the company operating KICE-FM Fox Sports South 94.9 FM in Sunriver (Bend), Oregon. Sold the broadcast assets in October 2020.

CBS BROADCASTING, Atlanta, GA

Vice President/Director of Sales

Jan 2017 to July 2017

- Drove all sales revenue for the CBS division in Atlanta, led the turnaround of Atlanta Falcons Radio Network and led sports station WZGC-FM revenue up 45.5% YOY. Oversaw urban stations WVEE and WAOK and all digital properties' growth associated with the brands.
- Grew and directed a diverse sales team of 26 in multimedia cross-platform campaigns, adaptation of new digital media technologies in conjunction with established audio and spoken-word broadcast stations for customer communications, event marketing and concerts, advertising and marketing. Non-broadcast ancillary revenue up 76% YOY. Exited as broadcast division divested and sold in 2017.

ACME INVENTIONS, LLC, Atlanta, GA

Co-Inventor and CEO

Jan 2012 to Aug 2016

- Created and launched manufacturing, consumer packaging and marketing of FreshTape® (in collaboration with 3M) – a new consumer product sold in over 1.2K retail store locations and through four distribution channels for this CPG launch.
- Secured publicity in television (HSN and local TV stations), major newspapers and magazines while driving sales and distribution, recorded an episode of Shark Tank, and supervised four staff members plus numerous contractors during daily operations.

AGL RESOURCES, Atlanta, GA

Managing Director – Enterprise Marketing Communications

Dec 2009 to Sep 2011

- Reported to the Chief Marketing Officer and spearheaded Marketing Communications and Corporate Communications divisions for this holding company, six state-regulated natural gas utilities, and seven non-regulated and diverse business units.
- Supervised three direct reports, 19 internal staff, and several outsourced vendors with an annual budget of over \$8.6M and executed vision and strategy for brand management, marketing, and award-winning advertising.
- Established thought leadership initiatives and Speakers Bureau of executives, and coordinated all internal/external communications to deliver higher profile strategic growth, customer retention, and employee retention and satisfaction.
- Formulated and implemented new measurements for both internal and external corporate communications practices to benchmark and improve employee and stakeholder engagement performance on all levels.
- Prepared and aided the CMO with monthly presentations to the Executive Committee and Board of Directors and other public keynote speaking engagements of the Executive Team at several international conferences.
- Deployed a reputational risk profile audit of the company that improved internal communication practices and led crisis communications for several crises with nationwide profiles while serving as a spokesperson for the organization.
- Served as the Co-lead on Diversity and Inclusion Committee for the Corporation establishing benchmarks, goals and progress in hiring and contracting practices. Reported directly to the CEO on this innovative program.

COX MEDIA GROUP, Atlanta, GA

Senior Media Communications Executive

Nov 2001 to Nov 2009

- Reported to the VP and developed all facets of new business for top tier clients, ranging from automotive to home improvement to energy and utilities while administering consultative sales and marketing solutions for 40+ accounts.

- Functioned as the problem-solving facilitator for all major accounts, including Coca-Cola, AT&T, Southern Company, BMW Motors, and other portfolio companies in need of innovative new marketing and growth solutions.
- Devised cross-platform multimedia campaigns, including event marketing, print and broadcast, direct mail and email, collateral, digital marketing (SEM and SEO), database acquisition, and innovative brand enhancement programs to boost customer visibility.

DIGITALMOJO, INC., Atlanta, GA

**Chairman/Board of Directors
2001**

Jan 2000 to Nov

- Provided an original angel investment of capital, incorporation, and financial/operational oversight to launch Information Security Managed Services and Consulting firm from the ground-up.
- Hired and led four direct reports, facilitated hiring and advanced CISSP training of 25 information security engineers, sales, and support staff, and served in an advisory capacity to the board after hiring CEO.
- Developed initial brand launch, digital marketing, and both inbound and external marketing and sales strategies while soliciting additional investment capital for growth opportunities.

ADDITIONAL EXPERIENCE

Media Sales Manager • SUSQUEHANNA BROADCASTING CORP, Atlanta, GA

President • MCNULTY BROADCASTING CORP, Chico/Redding, CA

EDUCATION

Bachelor of Arts (BA) in Liberal Studies (*Distinction in the Major*) • San Diego State University • San Diego, CA

Undergraduate Studies in Political Science • University of California at Los Angeles • Los Angeles, CA

Courses in New Media Opportunities, Bold Marketing Innovation, and Communications • Center for Sales Strategy • Tampa, FL

Graduate Development of Critical Problem-Solving Skills • Creative Problem-Solving Institute • St. Paul, MN

Courses on New Media Development, Measurement, and the Mind and Magical Communications • Wizard Academy • Austin, TX

AWARDS AND PUBLICATIONS

Named as “One of the Top 10 Women in Cannabis to Meet” • National Cannabis Industry Association – 2019

“The San Diego Region is Inexplicably Slow on Legalizing Cannabis Commerce” • San Diego Union-Tribune Op-Ed

American Marketing Association “AMA” Award - Best Print/Digital Publication • EnergyWise Magazine – 2011

“The Magi at 40,000 Feet” - Modern Love Column • The New York Times – 2011

“Best New Product” and “Sustainable Product” accolades • International Housewares Association “FreshTape™” – 2014

American Gas Association Best Practices Awards (2) for Community Outreach and Education/Best Marketing Campaign – 2011

Southern Gas Association Best Practices Awards (2) for Public Outreach Campaign and Hispanic Marketing Programs – 2010/2011

CORPORATE/CIVIC/NON-PROFIT BOARD INVOLVEMENT

Co-Chair • Marketing and Advertising Content Sub-Committee • National Cannabis Industry Association

Board of Directors • Emerald Keepers, Coronado, CA (Environmental 501c3)

Board of Directors • South County Economic Development Council San Diego, CA (501c6)

Board Member/President (California Corporation) • McNulty Broadcasting Corp

Board of Directors (Delaware corporation) • Digital Mojo, Inc.

Member/Board of Directors • Chico Economic Planning Corp. (501c3)

Chair, Board of Directors • Feminist Women’s Health Center (501c3)