



02-C-1157

CITY OF ATLANTA

SHIRLEY FRANKLIN  
MAYOR

55 TRINITY AVENUE, S.W.  
ATLANTA, GEORGIA 30335-0300  
TEL (404) 330-6100

June 6, 2002

President Cathy Woolard and  
Members of Atlanta City Council  
City Hall, Suite 2900 South  
68 Mitchell Street SW  
Atlanta, Georgia 30335

**RE: Appointment to Municipal Market Board of Directors**

Dear President Woolard and Members of the Council:

It is a pleasure for me to appoint **Melissa Chambers** to serve as a member of the **Municipal Market Board of Directors** of the City of Atlanta. This appointment is for a **term of two (2) years**, scheduled to begin on the date of Council confirmation.

I am confident that Ms. Chambers will serve the Municipal Market Board of Directors with distinction. A resume is attached for your perusal.

Sincerely,



Shirley Franklin

Enclosures

**CONFIRMED BY**  
JUL 01 2002  
**COUNCIL**

## MELISSA E. CHAMBERS

1709 N. Pelham Rd. , Atlanta, GA 30324  
(404) 607-1567  
email: melissaandroz@aol.com

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**OBJECTIVE** Leadership position in the development and implementation of marketing/communications strategies.

**PROFILE**

- Creative problem solver with 20 years experience in project management
- Excellent communication and management skills
- Proven track record for developing brand strategies and implementing in-depth projects
- Strong ability to coordinate and direct projects across different business units
- Excellent public speaker and trainer

### PROFESSIONAL EXPERIENCE

7/1998 - Present                      Morgan Stanley                      Atlanta, GA  
**Financial Advisor**

Responsible for identifying and targeting niche markets and developing strategies that will allow team to successfully penetrate that market. Helped build practice over 250 clients and assets of \$35 million. Focus is assisting individuals and small businesses with financial planning, estate planning and personal wealth management. Key to growth in assets has been ability to analyze clients' current situation, interpret market and economic information, make specific recommendations and be able to clearly communicate all information to the client. Effective public speaker asked to participate in the Morgan Stanley Women's Business Exchange Mentor program.

8/1996 - 7/1998                      Packaging Innovations, Inc.                      Houston, TX  
**Owner/President**

Shared detailed development of strategic business plan for start-up contract packaging company. Primary responsibility was new business development. Worked with consumer product manufacturers to develop, design and fulfill local and national promotions. Assisted in the development, design, and logistics of new product launches. Supervised in-house and outside designers, ad agencies, photographers, etc. to create brand marketing, packaging and promotional materials. Responsible for the purchasing and logistics of packaging components, assembly and shipping for national promotions. Successfully built profitable business in 12 months.

4/1994 - 7/1996                      Quaker State/Slick 50 Corp.                      Houston, TX  
**Director of Marketing Operations**

Strong experience in developing, budgeting and scheduling long and short range marketing objectives. Worked with sales to help analyze revenue needs, set sales goals and implement sales/marketing strategies to achieve those goals. Managed the design, production, sourcing and purchasing of all product packaging, POS and collateral for 40 SKU product line. Instrumental in development of all new product rollouts; involved packaging design and testing, graphics, manufacturing logistics, COGs and product launch timelines. Successfully coordinated communications between Marketing, Sales, Technical, Operations and Legal departments to facilitate product launches. Oversaw brand integrity in all materials. Experienced in supervising department and team leadership.

3/1992 - 4/1994                      Slick 50 Corp.                      Houston, TX  
**Assistant Manager of Operations**

Selected all suppliers, negotiated contracts, developed supplier performance programs and managed supplier relations for procurement budget over 16 million dollars. Developed and implemented procedures for new product launches and product revisions. Assisted in determining reorder points, inventory levels, and quality standards for entire line of retail and industrial products. Worked closely with in-house marketing department and ad agencies on all graphic standards and requirements, manufacturing constraints, timelines and budgets. Won packaging design award from IOPP (Institute of Packaging Professionals) for the design and graphics of new aluminum container to handle highly aggressive formula.

## **MELISSA E. CHAMBERS**

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2/1991 - 3/1992

Slick 50 Corp.

Houston, TX

### **Art Director**

Managed in-house creative department as well as ad agencies, copywriters, designers and photographers for television, video, radio, print, outdoor, packaging and promotions materials. Coordinated with Promotions Dept. to develop brand specific and account specific promotional concepts and materials. Worked with Operations to coordinate all logistics for account specific and national promotions. Assisted national Auto Racing Program with marketing and special events, successfully created the identity and launch of the SLICK 50 Nationals in Texas. Worked closely with trade show department to design and source booth and all materials for highly successful national trade shows.

2/1986 - 2/1991

Marion, Montgomery, Inc.

Houston, TX

### **Art Director**

Managed the design and production of all collateral material, print and electronic media for full-service local ad agency. Coordinated with clients to develop in-depth marketing campaigns and media schedules. Spearheaded successful special events for real estate industry and healthcare. Also responsible for business development of new clients and expanding services to current client base.

1/1985 - 2/1986

DBG&H, Houston

Houston, TX

### **Account Executive**

Responsible for developing client relationships and providing complete marketing programs for full-service regional ad agency. Was point person for creating specific marketing strategies and coordinating the design and production of needed materials, media, special events, etc. Responsible for establishing quantifiable goals for marketing programs, managing client/customer feedback, budgets and invoicing.

1/1980 - 2/1985

Freelance Designer

Houston and San Antonio, TX

### **Freelance Designer**

Marketed services as a freelance graphic designer. Worked with a variety of clients in the development and design of marketing materials. Coordinated a variety of other designers, writers, photographers, etc. to develop specific "teams" if project warranted.

## **EDUCATION**

Our Lady of the Lake University  
San Antonio/Houston, Texas '94 - '96  
BA in Liberal Studies

Trinity University  
San Antonio, Texas '80 - '83  
Marketing

Series 7 Licensed. Series 63, 65, and 31 Licensed  
Accident and Sickness, Life, Variable Annuity, Variable Life Insurance Licensed

## **PROFESSIONAL ASSOCIATIONS/COMMUNITY**

National Association of Purchasing Managers  
Women in Packaging  
Institute of Packaging Professionals  
The Point-of-Purchase Advertising Institute  
The Blackwood Educational Land Institute, founding Board member  
I Have a Dream - Houston ('99 Gala Committee, volunteer)  
The Women's Home Auxiliary ('95 Fundraiser co-chair, '95-'96 Board member and '93-'00 volunteer)  
Executive Women's Golf Association (2002 Sponsorship Committee, 2002 Board member)

RCS# 3857  
7/01/02  
2:57 PM

Atlanta City Council

Regular Session

MULTIPLE

02-C-1157; 01-C-1158; 02-C-1159

CONFIRM

YEAS: 11  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 5  
EXCUSED: 0  
ABSENT 0

NV Smith	Y Archibong	NV Moore	Y Mitchell
Y Starnes	Y Fauver	Y Martin	Y Norwood
Y Young	NV Shook	Y Maddox	Y Willis
Y Winslow	NV Muller	Y Boazman	NV Woolard

MULTIPLE

**02-C-1157**

(Do Not Write Above This Line)

A COMMUNICATION

BY MAYOR SHIRLEY FRANKLIN

A COMMUNICATION BY THE MAYOR APPOINTING MELISSA CHAMBERS TO SERVE AS A MEMBER OF MUNICIPAL MARKET BOARD OF DIRECTORS OF THE CITY OF ATLANTA FOR A TERM OF TWO (2) YEARS, SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

**CONFIRMED BY**

JUL 0 1 2002

**COUNCIL**

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1st ADOPT 2nd READ & REFER
- PERSONAL PAPER REFER

Date Referred 6/17/02

Referred To: CD/HP & COC

Date Referred

Referred To:

Date Referred

Referred To:

First Reading

Committee \_\_\_\_\_  
 Date \_\_\_\_\_  
 Chair \_\_\_\_\_  
 Referred To \_\_\_\_\_

Committee CC

Date 6/25/02

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Shirley Franklin  
Paula Braxton  
David Johnson  
John H. Johnson  
John L. Williams  
John D. ...

Refer To CC

Committee CC

Date 7/1/02

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Shirley Franklin  
Paula Braxton  
David Johnson  
John H. Johnson  
John L. Williams  
John D. ...

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

Refer To

**FINAL COUNCIL ACTION**

2nd     1st & 2nd     3rd

Readings

Consent     V Vote     RC Vote

**CERTIFIED**

**CERTIFIED**

JUL 0 1 2002

ATLANTA CITY COUNCIL PRESIDENT  
Shirley Franklin

**CERTIFIED**

JUL 0 1 2002

Shirley Franklin  
 MUNICIPAL CLERK

**MAYOR'S ACTION**