



07- C-2318

CITY OF ATLANTA

CLARENCE T. MARTIN  
COUNCILMAN, DISTRICT 10

55 TRINITY AVENUE, S.W.  
SECOND FLOOR, EAST  
ATLANTA, GEORGIA 30303  
(404) 330-6055

*October 15, 2007*

*The Honorable Felicia A. Moore  
Chair, Committee on Council  
Atlanta City Council  
55 Trinity Avenue S.W.  
Atlanta, Georgia 30303*

*Dear Councilmember Moore:*

*Please accept my recommendation of Ms. Kellye R. Whitaker as the Council District 10 appointee to the Keep Atlanta Beautiful Board.*

*Ms. Whitaker is a dedicated and diligent servant to the city of Atlanta and its residents.*

*If accepted she will serve as a valuable asset to the Keep Atlanta Beautiful Board. If you have questions or concerns, I may be reached at 404 – 330 – 6055.*

*Sincerely,*

*C. T. Martin*  
C.T. Martin

**Kellye R. Whitaker**

3784 Benjamin Court ~ Atlanta, Georgia 30331  
Telephone: (404) 246-5740 ~ Email: kellyewhit@aol.com

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**HIGHLIGHTS OF QUALIFICATIONS**

- 12+ years of increasing leadership responsibilities in marketing and business development
- Highly motivated, self-starter, confident, organized, detail-oriented, disciplined, and patient
- Team player with a demonstrated ability to successfully manage multiple tasks simultaneously
- Proficient use of Microsoft Word, Excel, PowerPoint, and Access as well as Adobe Illustrator and PhotoShop

**PROFESSIONAL EXPERIENCE*****Marketing and Business Development***

- Led business development efforts in researching and responding to RFP's and RFQ's
- Developed winning marketing proposals for multi-million dollar construction projects nationwide
- Streamlined the proposal management process by creating and maintaining an extensive marketing database that housed up to date project and teaming information on current and past projects
- Assisted CEO in managing business development activities that included developing and maintaining strategic relationships with construction, architectural, and engineering firms and also public officials
- Attended pre-bid conferences and joint venture partner teaming meetings
- Maintained paperwork required to secure minority certifications
- Interviewed team members and created targeted resumes for inclusion in proposals and RFQ's

***Marketing Communications/Desktop Publishing***

- Designed dynamic, engaging PowerPoint presentations for short-listed projects and potential JV partners
- Designed and produced internal and external marketing communication tools including direct mail, project data sheets, marketing brochures, special event promotions, newsletters, and project calendars
- Developed content and managed the maintenance of corporate website
- Forged valuable long-term relationships with reputable graphic design and printing vendors
- Extensive use of graphic software including Adobe Illustrator, PageMaker, and Photoshop

***Administrative and Project Management***

- Assisted executives in setting appointments, arranging travel, and preparing reports and presentations
- Provided business consulting services to small business owners including operations, payroll, establishing vendor/supplier and credit accounts, and human resources
- Developed and maintained extensive filing systems for proposals, manuals and legal documents
- Proficient use of Microsoft products including Word, Excel, Access, Outlook and PowerPoint
- Maintained contact database of current and perspective clients, vendors, JV partners, city officials, etc.

***Event Planning and Coordination***

- Conducted promotional campaigns for conferences, fundraisers, new product launches, and grand openings
- Coordinated logistics for meetings, conferences, special events, and tradeshow appearances
- Secured and managed vendor relationships including catering, AV, photography, and printing

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*(Kellye R. Whitaker, continued)*

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### EMPLOYMENT HISTORY

6/06 to Present	Contractor	Randstad Staffing – Atlanta, GA
7/05 to 2/06	Special Events Manager	Cool Girls, Inc. – Atlanta, GA <i>Organizational Restructuring with 30% reduction in staff</i>
1/99 to 7/05	Consultant/Contractor	K-Renea' Marketing & Consulting - Atlanta, GA
7/98 to 1/99	Director of Marketing	United Consulting Engineering - Norcross, GA <i>Organizational Restructuring with 10% reduction in staff</i>
2/97 to 6/98	Director of Marketing	OLH Int'l CM/Turner Associates Architects - Atlanta, GA <i>Recruited away to direct/manage marketing for engineering firm</i>
2/96 to 6/97	Marketing Coordinator	Beers Skanska Construction - Atlanta, GA <i>Recruited away to direct/manage marketing for CM division</i>

### EDUCATION

*MBA, Marketing* - Clark Atlanta University - Atlanta, GA  
*BS, Industrial Management. Minor in Management IS* - Clemson University - Clemson, SC

### TECHNICAL SKILLS

Proficient use of Microsoft Word, Excel, PowerPoint, Access and also Adobe Illustrator and Photoshop

### PROFESSIONAL AFFILIATIONS & CIVIC INVOLVEMENT

Chair, GreekHoops Annual Fundraiser, Delta Sigma Theta Sorority, Inc. (2006 to Present)  
Board Member, Community Affairs Chair, Atlanta Clemson Club (2000 to Present)  
Board Member, Director of Student Affairs, National Black MBA Assoc., Atlanta Chapter (2003 to 2005)  
Board of Visitors, Clemson University (2001 to 2005)  
Advisory Board Member, Clemson Women's Council (2001 to 2003)

### AWARDS & RECOGNITION

Distinguished Service Award, National Black MBA Association, Atlanta Chapter (2005)  
Golden Tiger Distinguished Alumni Award, Clemson University (2003)  
Clemson Black Alumni of the Year Award, Clemson University (2003)