10-C-0231

(Do Not Write Above This Line)

A COMMUNICATION BY COUNCILMEMBER H. LAMAR WILLIS:

APPOINTING MS. YVONNE JACKSON DRAGON TO SERVE AS A MEMBER OF THE ATLANTA COMMISSION ON WOMEN. THIS APPOINTMENT IS FOR A TERM OF TWO (2) YEARS, SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

CONFIRMED

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

Date Referred 2/1/10

Referred To: Comm on Council

Date Referred

Refferred To:

Date Referred

Referred To:

First Reading

Committee

Date

Chair

Referred To

Committee	Committee
COC	
Date 2/15/10	Date
Chair	Chair
Action Fav, Adv, (Hold) (see rev. side) Other	Action Fav, Adv, Hold (see rev. side) Other
Members	Members
Refer To	Refer To

Committee	Committee
COC	
Date 4/19/10	Date
Chair Yolanda D. Adrine	Chair
Action (Fav), Adv, Hold (see rev. side) Other	Action Fav, Adv, Hold (see rev. side) Other
Members	Members
Refer To	Refer To

FINAL COUNCIL ACTION

❑ 2nd ❑ 1st & 2nd ❑ 3rd Readings

❑ Consent ❑ V Vote ❑ RC Vote

CERTIFIED

CERTIFIED

APR 19 2010

ATLANTA CITY COUNCIL PRESIDENT

CERTIFIED

APR 19 2010

Rhonda Daughtin Johnson

MUNICIPAL CLERK

MAYOR'S ACTION

RECEIVED
OFFICE OF
MUNICIPAL CLERK
2010 JAN 25 PM 3:48

ATLANTA CITY COUNCIL

H. LAMAR WILLIS
COUNCILMEMBER
POST 3, AT-LARGE

55 TRINITY AVENUE, S.W.
SECOND FLOOR EAST
ATLANTA, GEORGIA 30303
(404) 330-6041
www.hlamarwillis.com

10- C -0231

January 22, 2010

Honorable Felicia Moore
Chair, Committee on Council
55 Trinity Avenue, SW
Atlanta, GA 30303

Dear Councilmember Moore;

I am pleased to submit Yvonne Jackson Dragon for the full the Post 3 At-Large appointment for the Atlanta Commission on Women. Ms. Dragon is a resident of Atlanta and has a myriad of experiences that will assist the Atlanta Commission on Women in its endeavors.

Please review the attached resume.

Yours for a Better Atlanta,

H. Lamar Willis
Post 3, At-Large
Atlanta City Council

Yvonne J. Dragon

925B Peachtree St., #306
Atlanta, GA 30309

yvonne_dragon@yahoo.com
770-714-4264

Objective

Self starting Public Relations/Communications professional with a broad-based skill set and a strong ability build relationships to create results and deliver clear organizational messages.

Summary of Qualifications

- Goal oriented, passionate professional with experience in various Public Relations/Communication functions essential to an organization's written and oral communications, relationship management, and program management initiatives.
- Keen knowledge of Watershed Management, Public Works, Transportation, and Aviation industries.
- Skilled in leveraging leadership and interpersonal skills to develop long term government and corporate partnerships.
- Capable of participating in policy discussions and communicating key points to government and industry leaders.
- Proven track record of developing communication programs that include presentations, newsletters, and web content.
- Understanding of the organizational structures of administrative and legislative branches of local government and related agencies.

Professional Experience

Dragon Consulting Group, LLC

1/2006 - present
Atlanta, GA

Director of Communications and Public Relations

- Governmental Relations-Serve as government liaison on City of Atlanta public sector expansion projects at the Hartsfield-Jackson International Airport totaling $6 billion.
- Public Outreach- provide public information services including the development of public involvement plans, coordination of Public Information Open Houses, developing project Fact Sheets, coordination of public officials' appearances, collection/analysis of community feedback for City of College Park and Fulton County Public Works.
- Campaign/Lobbying- Work to develop increased presence in City of Atlanta Council Districts 1,2,5 and 7 with several local Atlanta political campaigns through targeted messaging. Also provided marketing and community outreach strategies for Mayoral, City Council and GOTV campaigns. Executed over 10 political campaign events for 2 Mayoral candidates and 4 City Council candidates.
- Communications- Lead delivery of integrated communication programs that include presentations, annual reports, newsletters, publications, electronic media & website content resulting in projects being completed an average of 2 weeks ahead of schedule and 30% under budget. Clients include Atlanta Braves, Atlanta Business League, Georgia Minority Supplier Development Council, and Morgan Stanley.

B&E Jackson &Associates

02/2002 - 12/2005
Atlanta, GA

Communications and Public Affairs Manager

- Governmental Relations- served as a liaison to government leaders of the City of Atlanta, Fulton County, DeKalb County, Georgia Department of Transportation, and MARTA for vaious engineering projects.
- Lobbying/Campaigns- Organized and hosted meet and greets/ fundraisers for **U.S. Congressman David Scott, U.S. Congressman Johnny Isakson, U.S. Congressman John Lewis, U.S. Congressman Denise Majette, Mayor Shirley Franklin, Councilman H. Lamar Willis, and City Council President Ceasar Mitchell.** Duties also included communicating key issues of the engineering industry in order to develop improved policy.

- Communications- Developed and implemented company's annual marketing communication plan that included collateral, annual reports, employee publications, website content and corporate videos. Responsible for delivery of marketing materials which resulted in 75% in marketing ROI over 3 years.
- Marketing- Developed and implemented an environmental marketing strategy that included targeting the City of Atlanta Department of Watershed which resulted in a 20% boost in the $4 billion local water industry presence.
- Program Management- Responsible for restructuring the marketing department and its functions. Actions included analysis of marketing expenditures, improving proposal production, reviewing staff responsibilities, and renegotiation of marketing contracts which resulted in 150% savings in marketing costs the first year.

Radiant Systems

6/2000 - 7/2001
Alpharetta, Ga

Marketing Specialist

- Communication- Consulted with client leadership in order to develop communication plans to boost performance of customer loyalty/rewards program which resulted in 30% increase in program participation.
- Marketing-Reviewed clients marketing programs for efficiency improvement which resulted in an average of 20% cost savings per client.
- Project Management-Led cross-functional product development team responsible for creating proprietary software. Team leadership resulted in projects being complete on average of 2+ weeks ahead of schedule.

Education

MBA Marketing and Communications — May 2000
Clark Atlanta University

Bachelor of Science, Environmental Science — August 1995
Hampton University

Technical Skills

- Software- Microsoft Word, Excel, PowerPoint, and Publisher.
- Social Media tools – LinkedIn, Facebook, Twitter, and Constant Contact.

Training & Certifications

- **City of Atlanta-** Department of Watershed Management- Small Business Development Program 2009
- **City of Atlanta-** Female and Minority Owned Business Certification
- **Georgia State University-** Fast Trac Comprehensive Business Certification Program 2008
- **Kennesaw State University**- Business Development and Growth Certification Program 2007

Affiliations

- Volunteer – 2009 City of Atlanta Mayoral Campaign, 2009 City Council President and City Wide Campaigns
- Winner – 2008-Atlanta Business League Small Business Award
- Program Director- 2004 – Society of Marketing Professional Services
- Expert/Panelist – Society for Human Resources Management (SHRM)
- Panelist- Georgia State Fast Trac Program
- Panelist- Atlanta Business League Marketing Series
- Member – Alpha Kappa Alpha Sorority Incorporated

RCS# 167
4/19/10
3:18 PM

Atlanta City Council

REGULAR SESSION

MULTIPLE 10-C-0231, 10-C-0509

CONFIRM

YEAS:	13
NAYS:	0
ABSTENTIONS:	0
NOT VOTING:	2
EXCUSED:	0
ABSENT	1

Y Smith	Y Archibong	Y Moore	Y Bond
Y Hall	Y Wan	Y Martin	NV Watson
Y Young	Y Shook	Y Bottoms	Y Willis
B Winslow	Y Adrean	Y Sheperd	NV Mitchell

MULTIPLE