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November 15, 2012

Council President Ceasar Mitchell
55 Trinity Avenue, SW
Suite 2900
Atlanta, Georgia 30303

Dear President Mitchell and Members of Council,

It is my pleasure to appoint Mr. Miguel Sepulveda to serve on the Student Safety Advisory Group on behalf of the Atlanta Police Foundation. Mr. Sepulveda will serve as our representative for the duration of this Advisory Group, to begin on the date of Council confirmation.

Based on his/her experience and commitment to the community, I am confident that Mr. Sepulveda will serve the City of Atlanta and the Student Safety Advisory Group with integrity and dedication. A copy of his/her qualifications is attached for your review.

Sincerely,

A handwritten signature in black ink, appearing to read "W. David Wilkinson".

W. David Wilkinson
President & CEO
Atlanta Police Foundation

MIGUEL SEPULVEDA

678.697.0041 ♦ miguelsepulveda@bellsouth.net

SUMMARY

Results-driven, bilingual, communications professional with a solid record of achieving and exceeding clients' and leaders' expectations and business objectives. Known for delivering creative and innovative ideas to drive results and developing strategic solutions to meet business goals.

CORE STRENGTHS

- ♦ Strategic Planning
- ♦ Media Relations
- ♦ Program Management
- ♦ Public Speaking
- ♦ Social Media Strategy
- ♦ Bilingual – Spanish

PROFESSIONAL EXPERIENCE

Atlanta Police Foundation

January 2010 - Present

A 501(c)(3) nonprofit organization dedicated to providing the Atlanta Police Department with strategy, vision and funding to help make Atlanta the safest and most inviting large city.

Vice President, Communications

- ♦ Develop and implement a comprehensive communications plan to advance APF's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences.
- ♦ Serve as communications counselor to the CEO.
- ♦ Work collaboratively with the City of Atlanta and the Atlanta Police Department's leadership and communications team to develop a comprehensive plan to build the internal and external communications strategies to advance APD's reputation and change citizen's perception of crime.
- ♦ Manage day-to-day activities of the communications functions including budgeting and planning.

Director, Crime Stoppers Greater Atlanta

- ♦ Managed a \$308,000 annual operating budget.
- ♦ Developed a strategic marketing and media relations plan to raise awareness and build the Crime Stoppers brand throughout the metro Atlanta region – resulted in a 55 percent increase of tips received and more than 216 percent increase in arrests made through Crime Stoppers tips.
- ♦ Expanded the service base of Crime Stoppers to more than 68 local, state and federal law enforcement agencies in metro Atlanta, including the U.S. Marshals and GBI.
- ♦ Directed the construction and managed the launch of an interactive website, integrating social media tools to increase reach and simplify the tip submission process – resulted in 78 percent growth of web-tip submissions.
- ♦ Implemented process systems to improve efficiencies for managing the tip life cycle.

MS&L, Atlanta, Georgia

2008 – 2009

Leading Atlanta-based public relations firm and part of global Publicis Groupe.

Best Buy Mobile Account Lead

- ♦ Successfully managed a \$250,000 operating budget.
- ♦ Developed a strategic public relations plan designed to position client as the leading retail destination for mobile technologies and establish them as credible and vital resources among industry influencers in the telecom and mobile technology category.
- ♦ Established "Media 4-1-1 News Bureau", a media relations program to promote key value propositions, new product launches and support business initiatives – resulted in more than 400 media placements and garnered more than 350 million impressions.
- ♦ Delivered exceptional media relations results with placements in top tier outlets such as *New York Times*, *MarketWatch*, *ABC's Ahead of the Curve*, *Wall Street Journal Blogs*, *Information Week* and *PC Magazine*.
- ♦ Executed a strategic blogger relations program establishing vital relationships with key industry influencers.

MIGUEL SEPULVEDA

- ◆ Instituted Best Buy Mobile Speakers Bureau securing the first speaking opportunity for Best Buy Mobile executives at CTIA Wireless IT and Entertainment 2009 conference and leveraging the opportunity to garner additional media interviews with top industry outlets.

Assistant Account Executive

- ◆ Developed and executed media relations and social media strategies for a number of key accounts, including The Home Depot, Best Buy, Irwin Tools, Philips, Georgia Forestry Commission and Georgia Urban Forest Council.
- ◆ Managed two major media markets for Best Buy – built relationships with local reporters, generated media coverage of local and national events, directed outreach and secured interviews positioning spokespeople as technology experts and facilitated media training to more than 57 local market spokespeople, managers and leadership.
- ◆ Led social media strategy for Georgia Urban Forest Council's Plant Your Legacy campaign.
- ◆ Spearheaded and successfully managed the development of The Grove website and social network for the Georgia Urban Forest Council and Georgia Forestry Commission – an innovative approach to get citizens involved in the preservation of Georgia's tree canopy.
- ◆ Successfully generated media coverage for The Home Depot's Hispanic community relations program in outlets catering to Spanish speaking communities across the country.

ZIP Realty Inc., Atlanta, Georgia

2005 – 2008

\$54 million residential real estate brokerage firm and operator of a leading residential real estate website.

Licensed Realtor

- ◆ Developed and implemented a strategic sales plan targeting single-family residential homebuyers and sellers resulting in a net revenue increase of 32% in 2007.
- ◆ Conducted seminar-format training classes for first-time homebuyers generating more than 50 prospective client leads.
- ◆ Implemented a client communication and relationship building system yielding a 95% client satisfaction rating.

Bally Total Fitness Corp., Fresno, California and Atlanta, Georgia

2000 – 2005

A commercial operator of fitness centers in North America.

District Manager

- ◆ Provided strategic direction and management for four Atlanta-area fitness centers with annual net revenues of more than \$3 million.
- ◆ Held full P&L and financial management responsibilities.
- ◆ Worked with health club general managers to develop and implement individual club business plans, sales plans and lead generation and marketing strategies that resulted in profitability of three out of four clubs within a six month period.
- ◆ Implemented a new member multi touch-point initiative to reduce new contract attrition rates and increase member retention.
- ◆ Developed and executed a manager training and communication plan during the acquisition of the Atlanta Crunch clubs that resulted in 100 percent retention of managers in the acquired clubs.

Training and Employee Development Manager

- ◆ Developed and executed all employee development programs for the Atlanta, North Florida, North Carolina and Virginia markets and assisted in the development of training curricula and materials.
- ◆ Conducted needs assessments for sales representatives and sales management and developed appropriate training and development mechanism to improve performance.
- ◆ Facilitated management training programs such as employee coaching, mentoring, and counseling/corrective action.

FORMAL EDUCATION

Bachelor of Science, Communication, Public Relations

Kennesaw State University, Kennesaw, Georgia

National Communication Honor Society

Miguel Sepulveda Bio

Miguel Sepulveda is the Vice President of Communications for the Atlanta Police Foundation. He is responsible for providing strategic leadership for the development, execution and management of the Foundation's communications strategy. Miguel also fills the role of Director of Crime Stoppers Greater Atlanta – metro Atlanta's most widely used crime reduction and prevention program. In this role, he has forged relationships with more than 60 law enforcement agencies and civic groups throughout metro Atlanta, and launched a public awareness campaign that resulted in a 200 percent increase in tips and arrests made over the previous year.

Miguel brings more than 15-years of management, corporate communication and business experience. In recent years, prior to joining the Atlanta Police Foundation, Miguel worked as a public relations professional at MS&L Worldwide where he provided strategic council and media relations support for clients including Best Buy, The Home Depot, Georgia Forestry Commission and Georgia Urban Forestry Council.

He has held management and other positions of responsibility at various companies, including Bally Total Fitness, providing strategic direction and management to four Atlanta-area fitness centers with annual revenues of more than \$3 million; Zip Realty; and Sepulveda Investment Ventures Corp. where he performed sales training, management development consulting and communications consulting for political campaigns.

Miguel is a graduate of Kennesaw State University where he earned a degree in Communication with an emphasis in Public Relations.

In addition to his professional dedication and achievements, Miguel is also committed to his family and community. He and his wife, Alice, live in Cherokee County with their son Matt. Miguel spends his free time volunteering for local non-profits, actively supporting his son's athletic and cultural activities and enjoys outdoor sports including hiking, mountain biking and golf.