

CoryAnn St. Marie-Carls

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CAREER SUMMARY

Executive leadership and business management professional possessing extensive communication expertise with diverse experience in public, not for profit, and private sector. Additional value added skills include:

- Capable multi-level communicator
- Efficient fiscal administrator
- Effective data to action translator
- Influential and tested negotiator
- Impactful corporate presenter and event producer
- Invaluable Business/Government Manager
- Strategic task implementer
- Successful customer anticipator and predictor
- Quality "MS Office" operator and creator
- Innovative "Out of the box" worker
- Results orientated team energizer
- Driven critical thinker and problem solver

CAREER HISTORY

LEGACY COMMUNICATIONS INC., Wisconsin

present

Project Manager

Lead, advise, organize, and assist in Project Management externally and internally in areas including: planning, project implementation, marketing, feasibility, design, proposals, employee training, recruiting, business development and organizational development for the company. Company provides Integrated solutions for Communications, Security, Fire Protection and Access Control for the Public and Private sectors.

- Worked with many clients including: Children's Hospital of Wisconsin, ATI/Ladish Forging, Milwaukee County, & Mitchell International Airport

KENOSHA AREA CHAMBER OF COMMERCE, Kenosha, WI

2001 to 2004

Executive Director

Lead Board of Directors in all aspects of Chamber organizational management, business development, promotion of area commerce, member services, contract/service negotiation, member training and Government relations/regional initiatives.

- Participated in Local, State and Regional Business Development and Partnership initiatives involving Economic, Transportation, and Business Recruitment/Creation and Expansion.
- Lead and created a Business Plan to increase Chamber profile in the Kenosha community, increase project revenues and member training and services.
- Built Strategic Alliances with Government/Corporate leaders and organizations for community development.
- Organized the major Regional business consumer "Kenosha Expo" and a Business Trade show on a yearly basis.
- Brought in events, concerts, and attractions that would bring notoriety and notice to Kenosha County.
- Created Marketing Plans and developed an extensive area business directory, information, and buying guide, created comprehensive campaign for promotion and utilization with cable television programming, radio partnerships, and Website search directory development.

CITY OF KENOSHA, Kenosha, WI

1989 to 2001

Public Information Officer/Legislative Liaison

Responsible for management, implementation, creation and budgeting of City of Kenosha Government Relations, Marketing, City Council Orientation, Employee Communications, Community Wide Events/Outreach, Elections, Community Relations, Economic/Neighborhood Development Projects, and other Special assignments.

CORYANN ST. MARIE-CARLS

- Managed Office of Public Information and full/part time/seasonal/contractual staff. Developed annual report, line item budget, capital spending plan and support for activities.
- Liaison with many State, Regional and local Governments, Officials, Agencies and Quazi-Agencies.
- Coordinated City Development details such as: public consensus/support/education efforts for Kenosha's major lakefront industrial site Redevelopment project, "Harbor Park" from demolition to construction, worked with Department of City Development to recruit developers. Communicated project efforts internally and externally.
- Built awareness and collaborated on details of Community Development Grants to residential & business for improvements and redevelopment with City Development, Neighborhood Services, Neighborhood Housing Services, and Kenosha Area Business Alliance.
- Involved in an array of TIF District projects and developments, from Marina Lakefront Re-Development, Downtown improvements, Airport expansion, Industrial Parks, Industrial/Brownfield Redevelopment, Neighborhood transformation/revitalization, Streetscape Projects.
- Extensively Marketed Kenosha City and County "good for business" climate issues and quality of life with collaborations in print, media, mailing and outreach campaigns.
- Advised and provided resources for 17 City Departments in communications and the implementation of community relations, marketing plans and budgeting. *(Including Department of City Development, Clerk/Treasurer, Elections, 4 Libraries, 7 Fire Stations, 2 Museums, Transit Department, Street Department, Waste Department, Inspections, Parks and Water Utility)* Developed First Annual report for the Public Information Office.
- Wrote Grants for City Initiatives from Federal, State, Local entities, responsible for research, reporting, follow up, compliance. Promoted Grants and worked with Local receptors if applicable.
- Served as City representative and/or staff advisor on numerous Kenosha, Kenosha County, Unified School District, Regional, State Community Boards, committees, & commissions. Responsible for compliance with guidelines applicable and researching Grants/and or Private funding for efforts. *(Including leading Community Members through our CDBG/HUD fund process.)*
- Managed, budgeted, and negotiated with the business community to implement community projects, such as Southport Marina opening, 4th of July celebration, Youth Commission Youth Memorial, Veteran's Memorial, Viaduct painting, Keep Kenosha Beautiful, Downtown Block Grant Mall Removal Project, City Industrial Park Promotion, Neighborhood Revitalization, Sister City delegation visits.
- Planned, researched, designed, published and/or produced first Guide to City Government, which includes City Council Directory, Guide to Parks, Guide to Licenses and Permits, Guide to Neighborhood Housing, Snowplowing, Recycling, Safety, Human Resources, Elections, Events, and an array of other Services.
- Administrator of various Contracts, responsible for supervision, cost-benefit, compliance, impact studies, audits.

CITY OF KENOSHA, Kenosha, WI

1987 to 1989

Communications Specialist

Reporting to Public Information Officer, handled technical details of City communications, Community relations efforts and materials; such as research and interviews, design of advertisements and brochures, videography and photography. Coordinated Cable television channels and all programming, instituted first full coverage of City Events/Ceremonies on Cable Television.

- Conceptualized, budgeted, marketed, and created first City of Kenosha Citizen and Employee Newsletters.
- Served as an assistant in initial implementation/training of Firefighter Paramedic program.
- Marketing Director for the "Southport Marina" when it was completed in 1989-91.
- Produced National League of Cities award winning informational cable television programs.
- Coordinated and redesigned official City posting areas, bulletin boards, information kiosks, and signage and display cases.
- Implemented employee morale/service events and created communications vehicles for feedback from represented and non-represented employees.

VILLAGE OF MENOMONEE FALLS, Kenosha, WI

1983 to 1987

Cable Coordinator, Community Relations Assistant

Managed Village Cable Television studio, proposed line item budget, coordinated purchasing, scheduled programming, trained citizens, produced cable programming, reported and wrote for Village Newsletter, assisted with Community outreach efforts and internal communications.

- Expert in Cable Television production planned and advised Village in development of Government Cable Channel and instructed the public. Televised Village Board Meetings & School Board.
- Created awareness programs on Village Budget, Taxes, Village Organizational Structure, Historic Preservation efforts, Public Safety.
- Created coordinated campaigns and the distribution of notices and fliers throughout community.
- Liaison with various Community improvement committees, commissions and independent community groups.
- Researched, wrote, and produced hundreds of Community Cable programs about Village Government, School Activities, and the Community.

EDUCATION

BS in Mass Communication and Advertising - University of Wisconsin Whitewater
MS in Management - Cardinal Stritch University – Milwaukee, WI
**Master's Thesis on "Customer Service in Government"*

RECOGNITION AND AFFILIATIONS

Member, St. Francis Community Development Authority
Board Member, Girl Scouts of Wisconsin Southeast
Member, Carthage College Business Professional Coalition
Board Member, Junior Achievement of Wisconsin
Immediate Past District Governor, Southern Wisconsin District of Optimist International
Member, Milwaukee Metro Optimist Club
Member Miss St. Francis Committee (Former Miss St. Francis 1986)

Outstanding Alumni Award – University of Wisconsin-Whitewater
Honorary Board Member, (Past President) Boys and Girls Club/CYC Sports of Kenosha
Distinguished President, Optimist International/Kenosha Noon Optimist Club
Distinguished Lt. Governor, Southern Wisconsin Optimist District
Martin Luther King Humanitarian Award Winner, from Gateway Technical College
Community Achiever Award Winner, Kenosha Bulletin News

Former Board Member, Gateway Technical College – (MATC of Kenosha, Racine, Walworth County)
Former Member, Kenosha County Workforce Development Board
Former Member, Southeastern Wisconsin Higher Education Coalition
Former Member, Keep Kenosha Beautiful Commission
Former Member, Community Focus Commission and Kenosha Progress Committee
Former Chair, UW-Parkside Pre-College Program Advisory Board
Former Member, Kenosha Unified School District Strategic Planning Committee
Former Member, Carthage College City Scholarship Selection Committee