

To the Members of the School Committee:

I write to share my interest in being the School Committee's designee to the new Arlington Commission on Arts and Culture, contributing to the enhancement of our children's educational opportunities in and out of school, and raising our wonderful town's profile as a vital destination for arts, cultural, historical and recreational enrichment.

In brief, I'm a marketing communications professional combining over 20 years' experience in multichannel marketing and communications for business and nonprofit, along with a strong background in literary and performing arts, educational publishing, and academia.

Although I've only recently moved back to Arlington and Greater Boston after two decades in the Midwest, I've enjoyed becoming quickly involved in our schools and community. Having worked with multiple schools back in Milwaukee, I've served here on the Hardy School PTO Executive Board, launched its Communications Committee, co-chaired the Enrichment Committee, and participated in the School Council.

I've also tried to make community connections beyond the school, for example, joining Town Meeting, volunteering for Friends of Spy Pond Park and Belmont World Films' International Children's Film Festival, and spearheading a novel service-learning environmental education program for Hardy in collaboration with FSPP, Parks & Rec, the Tree Committee, and Town DPW.

Most recently, after I volunteered for the Tourism and Economic Development (A-TED) committee, Clarissa Rowe suggested my strengths and interests may be best aligned with the new Arlington Commission on Arts and Culture, where I've begun attending meetings and advising the marketing committee on the build-out of the new ArtsArlington website.

And, given both my involvement with APS, and personal experience in the arts and education, I immediately saw a direct but currently unsupported link between the interests of our schools, the arts commission, and the broader needs of our Town.

For just a few examples: ACAC certainly has a role to play in fostering innovations in STEAM education, potentially providing support in the form of grantmaking for projects in alignment with AEF; providing access to diverse arts professionals to participate in school enrichment; and creating a parent-resource for learning about direly-needed creative summer camp, days off, and afterschool instruction. As was discussed in Town Meeting, APS has increasingly relied on PTOs that strain to fulfill pretty fundamental educational needs – from providing library books and musical instruments to sponsoring underrepresented cultural programming as part of D&I – that ACAC may help alleviate. I'd also like to see some consideration of how Hardy, Gibbs, AHS and other non-APS schools could be part of rather than peripheral to the new Cultural District.

As requested in your call, I'll attach here a resume, but would also be glad to discuss with you other non-employment aspects, and more ideas for how ACAC can benefit our schools.

Meanwhile, thanks for your consideration and best regards,

Stewart Ikeda

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Stewart David Ikeda

Senior Marketing Communications and Media Professional

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Energetic, creative marketing and communications professional with expertise in planning and implementing digital, online, print, direct mail and broadcast campaigns, content development, organizational branding, and strategic partnerships. Collaborates with interdisciplinary leaders to achieve cross-functional marketing vision, brand standards and communication strategies aligned with organizational goals in industries ranging from education and diversity recruitment to publishing and travel. Steady leader and communicator in high-pressure start-up, turn-around and crisis situations.

Managed national magazines, award-winning web publications and recruitment solutions for diverse, multicultural audiences. Experienced editor, book author, former professor, and public speaker featured in conferences, presentations and media nationwide.

Online, Print, and Direct Mail Marketing & Adv.
Organization & Community Partnerships
Branding & Promotions
Diversity & Multicultural Marketing

Writing, Editing & Digital Content Development
Project Team & Vendor Management
Radio, Video, Broadcast & Social Media Campaigns
Communications for Education, Arts & Nonprofit

PROFESSIONAL EXPERIENCE

Country Travel Discoveries LLC—Elm Grove, WI

Sr. Director of IT & Special Marketing Projects, 2017-Current

Director of Marketing; Director of IT, 2013-2017

Website, Communications and Brand Development Consultant, 2012

Initially contracted to deliver brand strategy and communications infrastructure for relaunch of successful international travel company after buyout. Later hired into senior management to direct all marketing, advertising, and IT initiatives, and support new business development and overall company growth.

- Masterminded and coordinated multichannel media, advertising, content and social marketing strategies to grow retail sales 5 years straight; launched initiative to expand private group and B2B sales and partnerships
- Created data-driven efficiencies to lower marketing costs while increasing both production and ROI of targeted print, digital, and broadcast promotions; came in at or under budget 4 years in a row
- Initiated regular senior leadership retreats, interdepartmental reviews and staff trainings to align companywide operations with marketing strategies
- Hired and managed creative, database, and IT staff and contractors: creative agency, design and editorial contributors, communications vendors (website, email, newsletter, printers, broadcast), marketing analytics, and IT (CRM, E-commerce, reservation databases, security and PCI compliance)

IMDiversity, Inc – New Orleans, LA

Vice President of Publishing/Editor, *Black Collegian/Diversity Employers*, 2009 – 2011

Vice President of Marketing and Community Outreach, 2001 – 2009

Director Online Content/IMDiversity.com Editor-in-Chief, 1998 – 2001

Reporting to President & CEO, provided strategic planning and operational leadership to grow national print publisher into award-winning multimedia producer and diversity-oriented recruitment business.

- Drove strategic planning, modeling and management of e-commerce, editorial and business content areas for multiple, multicultural online communities, print publications and social channels encompassing DiversityEmployers.com, BlackCollegian Online, DiversityRegistry.com, and IMDiversity.com (twice *CareerXRoads* "Best EEO Site")
- Provided steady, resilient leadership through print to digital transition, successful financing and expansion, Hurricane Katrina evacuation and takeover situations
- Edited *The Black Collegian* and *Diversity Employers* print magazines; planned features; hired contributors, made assignments, negotiated permissions and syndication agreements, enforced publishing guidelines
- Managed marketing collateral and analytics, integrated online ad networks, led media and PR campaigns, developed new business products for employment and graduate study recruitment clients

Boston College, Chestnut Hill, MA, 1997–1998

Visiting Assistant Professor

- Taught creative writing and multicultural literature courses in Department of English
- Served on African, Latino, Asian, Native American (ALANA) Faculty committee, gave presentations, mentored students

University of Wisconsin, Madison, WI, 1993–1996

Lecturer

- Developed advanced writing courses with multicultural emphasis for English and Ethnic Studies programs
- Served on hiring, programming and diversity committees, advised student publications, judged grants

University of Michigan, Ann Arbor, MI, 1992–1993

Editor, Department of Physics Publications

- Created new staff role managing print and digital outreach publications for internal, alumni, scientific, and community audiences; oversaw content providers, editing, design, layout, desktop publishing, press-check, distribution

OTHER SELECTED RELEVANT EXPERIENCES

SDIkeda.com MarComm Consulting, Milwaukee, WI, 2000-2013

Provided website development & consulting, editorial, brand strategy, and design contract services to education, politics, media, tourism, hospitality and nonprofit clients including: UW Milwaukee Center for International Education; Global TV Formats/Routledge University Press; HBCU/Black College Wire; Rennie-peyton.com; 8020 Initiative & PAC; American Knees Film Productions; yLoop Trips; Elk Run Inn Enterprises; Brenner Tours; APAs for Kerry; others,

Publishing & Editorial

Authored Hopwood Award-winning novel, *What the Scarecrow Said* (HarperCollins-Regan Books), finalist for Barnes & Noble Discover Great New Writers Award, publisher's nominee for Pulitzer, supported by national publicity tour. Widely published in academic collections, literary journals, school textbooks, and such anthologies as *Voices of the Xiled: the best stories by the best young writers in America* and *Mixed: Stories on the Multiracial Experience*. Wrote or edited hundreds of nonfiction articles, opinions, and interactive features.

Freelance Media and Copy

Created ads, media releases, commercial scripts, educational texts, teaching materials for Harvard Business School News and Information Bureau (Boston); Boston University School of Business (Boston); Curriculum Concepts (NY); Prentice-Hall (NJ); Temple University Press (Philadelphia); University of Wisconsin- Milwaukee Center for Internal Education; DBM Associates Advertising (Cambridge), Austin Knight Advertising (NY); Pamela Fox Advertising, and Trendsetters Advertising (Philadelphia)

OTHER RELEVANT DETAILS

- Served as Board Member and Founding Communications Committee Chair for Milwaukee Turners, Inc., which oversees historic Milwaukee cultural, civic and tourism programming venue
- Facilitated partnerships among community cultural and recreational centers, school districts, and arts organizations including service-learning program collaboration by Hardy School PTO, Friends of Spy Pond Park, and the Town of Arlington, MA
- Spearheaded partner programs among Milwaukee Public Schools' Golda Meir Elementary, Milwaukee Danceworks Performance Company, and Historic Turner Hall
- Former professor of creative writing and literature with working background in performing and literary arts and a track record of arts advocacy
- Educational publishing experience (K-12, college, teachers)

BOARD & VOLUNTEER ACTIVITIES

- Elected Town Meeting Member, Precinct 6, Arlington, MA
- Arlington Tourism & Economic Development Committee, Volunteer Advisor
- Arlington Commission for Arts and Culture, Volunteer Website Advisor
- RJ Hardy School PTO, VP of Committees and Communications Committee Founder
- Golda Meir School PTO, Milwaukee, Member and Communications Committee
- Highland Community School, Milwaukee, Fundraising and Communications
- Milwaukee Turners, Inc., Board Member and Founding Communications Committee Chair
- Asian American Writers Workshop, Honorary Advisory Board
- APAs for Progress, Board Member
- 80-20 Initiative & PAC, Board Member

SELECTED HONORS & AWARDS

- Finalist, Barnes & Noble Discover Great New Writers Award
- IMDiversity named a Top Site by *CareerXRoads* and twice named "Best Equal Opportunity Site" by *Yahoo! Internet Life Magazine* during tenure as Director of Online Content and Editor-in-Chief
- Recipient, Indiana Arts Commission Visiting Artist Program Grant
- Two Avery & Jule Hopwood Awards, Major Fiction, University of Michigan
- Co-Recipient, Civil Liberties Publication Education Fund Grant
- Invited speaker or panelist at venues including: Publishers Marketing Association Meeting (ABA); University of Ohio-Athens Scripps School; Arizona Humanities Council; Delaware Arts Council; Japanese American National Museum; Boston College; others avail. on request

EDUCATION

MFA , English / Writing, Michigan Merit Fellowship, University of Michigan - Ann Arbor	1992
BA , English / Writing, New York University - Gallatin College	1989

REFERENCES

Multiple qualified references may be viewed immediately at [LinkedIn.com/in/ikedas](https://www.linkedin.com/in/ikedas) and additional relevant references familiar with current work are provided below. Additional testimonials and media reviews may also be found at StewartIkeda.com. Current employer contact okay.