



Town of Arlington
Office of the Town Manager

Adam W. Chapdelaine
Town Manager

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MEMORANDUM

DATE: May 6, 2015

TO: Board Members

SUBJECT: Appointment to Human Rights Commission

This memo is to request the Board's approval of my appointment of Yawa Degboe, 80 Margaret Street to the Human Rights Commission with a term expiration date of 6/30/2018.


Town Manager

YAWA DEGBOE
80 Margaret Street, Arlington, MA 02143
Tel: (857) 445-8370; yawa.degboe@gmail.com

DIGITAL MEDIA PROFESSIONAL WITH 2 YEARS OF EXPERIENCE IN VIDEO PRODUCTION AND 5 YEARS EXPERIENCE IN ONLINE MARKETING

Digital media professional with 2 years of experience producing news segments and 5 years of experience in online marketing acquiring traffic through affiliate marketing, display, video advertising, Search Engine Marketing, and Search Engine Optimization. Proven track record of growing revenue, negotiating pricing, and nurturing relationships with vendors and clients. Experienced with every aspect of campaign management from pre-launch to billing.

Experience

Video Production and Post-Production

- Outreach to Arlington organizations to produce compelling segments about local and international issues
- Coordinate team of volunteers and interns to develop programming of interest for our community
- Schedule in-studio, field, and Skype interviews with business owners and organization leaders
- Assisted in setting up audio and camera, welcoming guests, and preparing anchor's script
- Directed musical programming for Studio Knights and act as a Technical Director for Arlington Public News
- Wrote initial script for short film and recorded the behind-the-scenes movie
- Organize footage and B-rolls to edit segments using Adobe Premiere Pro
- Reach out to local organizations to promote programming on blogs and social media

Youth and Educational Background

- Coordinated school vacations youth camps in France, England, and Malta for high school students
- Set up in-class curriculum and budget educational activities for afternoon or day field trips
- Visited host families to ensure compliance with the organization's criteria and youths' wellbeing
- Reviewed applications for international exchange students and provided resources to ease cultural shock
- Pointed out students to various partners organizations with mission to provide financial and cultural support
- Assisted teachers with developing curriculum and creating positive learning environment

Online Marketing and Campaign Management

- Built up affiliate marketing campaigns for 15 major advertisers and generated \$1.9 million in revenue
- Recruited affiliates to plan display, email, and paid search campaigns and acquire new users
- Analyzed affiliates' performance and implemented actions to increase leads, sales and conversion rates
- Negotiated pricing with paid search partners, reviewed and reconciled month-end billing
- Ensured contract compliance and reviewed insertion orders to develop and execute acquisition strategies
- Acted as a liaison between clients, ad operations, and technology teams to increase campaign performance

Traffic Acquisition, Display and Ad Operations

- Designed and executed worldwide cost per click, impression, and acquisition campaigns
- Increased campaigns' ROI by 40% in Australia and 56% in Europe generating video and display revenue
- Assisted Account Managers and clients by resolving any issues related to campaign tracking
- Integrated pixel tracking to monitor campaign performance across various marketing channels
- Planned \$70,000 to \$600,000/month traffic acquisition campaigns via Search Engine Marketing
- Troubleshoot different ad creative to comply with internal policies and improve user experience
- Supported Engineers by gathering information necessary for API integration and feed processing

Analytics

- Regrouped and analyzed data provided by 3rd-parties (video, display partners and Google analytics)
- Scrutinized Google Analytics data and SEO web analytics tools to increase visits and ranking metrics

- Tested and updated landing pages to increase rankings and conversion using keywords analytics tools
- Optimized cost per click, cost per impression, and real time bidding campaigns to reduce marketing spend
- Reviewed reports on social media platforms (Twitter, Facebook) and educated upper management
- Performed social media analytics and updated social media accounts using Hootsuite

Work History

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| News Producer, Volunteer Arlington Community Media | Arlington, MA, April 2013 – present |
| Account Operations Associate Tripadvisor | Newton, MA, Dec. 2013 – April 2014 |
| Media Analyst, Lycos | Waltham, MA, June 2011 – Dec. 2013 |
| Search Engine Optimization Intern WordStream | Boston, MA, Dec. 2010 – May 2011 |
| Assistant Teacher French Cultural Center | Boston, MA, Oct. 2010 – Mar.2011 |
| Affiliate Account Manager-Online Gaming NetAffiliation | Paris, France, Oct. 2008 – July 2010 |
| Marketing and Outreach Intern W.A.G.E.S | Lomé, Togo, June 2006- August 2006 |
| Administrative Assistant, International Exchange Office University Paris 1 Panthéon Sorbonne | Paris, September 2005- May 2006 |
| Marketing Research Intern Cegos | Issy-les-Moulineaux, July 2005- August 2005 |
| Youth Coordinator, International Exchange Programs CEI-Club des 4 vents | France, England, Malta, Summers 2001-2004 |

Education

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|--|---|
| Harvard Extension School , 1 class: Writing for Public Relations and Marketing MBA , Clark University Graduate School of Management MA, International Trade , Paris 1 Panthéon Sorbonne BACHELOR in Economics , Sorbonne/ Université du Québec à Montréal | Cambridge, MA, Dec. 2010 Worcester, MA, May 2007 Paris, France, June 2006 France/Canada, June 2004 |
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Skills

- Fluent in French
- Youth Camp and Child Worker Certificate (2003, France)
- Intermediate skills with Adobe Premiere Pro, experienced with WordPress
- Experienced with video advertising platforms (Adaptv, Brightroll and Liverail)
- Campaign management; knowledge of Google Analytics and Google tracking
- Experienced with rank tracker, search engine page rankings and social media reports
- Advanced knowledge of Excel (Vlookup, pivot tables and charts)
- General knowledge of html

OFFICE OF THE BOARD OF SELECTMEN

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TOWN OF ARLINGTON
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April 29, 2015

Yawa Degboe
80 Margaret Street
Arlington, MA 02474

Re: Appointment: Human Rights Commission

Dear Ms. Degboe:

As a matter of the standard appointment procedure, the Board of Selectmen requests that you attend a meeting of the Board of Selectmen at Town Hall, Selectmen's Chambers, 2nd Floor, 730 Massachusetts Avenue, on Monday, May 11th at 7:00 p.m.

It is a requirement of the Board of Selectmen that you be present at this meeting. Your presence will give the Board an opportunity to meet and discuss matters with you about the area of activity in which you will be involved.

Please contact this office to confirm the date and time with either Mary Ann or Fran at the above number.

Thank you.

Very truly yours,
BOARD OF SELECTMEN

A handwritten signature in cursive script that reads "Marie A. Krepelka fr".

Marie A. Krepelka
Board Administrator

MAK:fr