

City Council Application 2020

Reference #	12896469
Status	Complete
First Name	Hillary
Last Name	Lyon
Phone Number	██████████
Cell Phone Number	██████████
Email Address	████████████████████
Street Address	██████ Coleridge rd
Place of Employment	Self Employed as Consultant, and Founder/Co-owner of Art EverySpace
Position	Chief of Visioning and Possibilities
Length of residence in Cleveland Heights	1975-1998 (childhood, through high school), ~2013 to present
Are you a registered Cleveland Heights voter?	Yes

What special qualities, abilities, skills, insights or perspectives do you possess which would be of value in serving on Cleveland Heights City Council?

I care about the community and want to make it a better place for all of our residents. I want to help attract new residents and businesses while also retaining existing residents in order to see Cle Hts. continue to thrive. I have been in the Construction industry for more than seven years and understand the impact of new building projects, as well as the construction/design process etc. During that time, I served in business development/marketing roles and so I'd also handle proposals, qualifications, groundbreaking ceremonies etc. Therefore I have a very thorough understanding of all aspects of A/E/C projects, from the RFQ through to walk through one year after completion. For the past year I have been working as a consultant with two architects and a civil engineer. One of my projects with my engineering client, R2O Consulting, is writing a strategic plan for Meander Water (Mahoning Valley Sanitary District). I am connected and enjoy finding partnerships to further the success of all involved parties. I have been a part of community engagement meetings and enjoy facilitating sessions and summits. I also have put on several large-scale events and used to be the event coordinator at Fire food and drink with Doug Katz. I serve on several boards, including the Cleveland Leadership Center and NAIOP (commercial Real Estate). This experience would be valuable to the city with Top of the Hill and other projects, as well as economic development.

What educational training (formal or informal), employment and other life experiences have helped you develop the qualities, abilities, etc., described above?

I have developed skills over the years in the various roles I've held throughout my career. I graduated from the University of Denver with a Communications Liberal Arts degree. I went through Cleveland Bridge Builders in 2015 and so have civic and leadership training. I was also honored as the David Akers Leadership Recipient, which gave me a seat on the main board. Continuing my education and leadership training, I graduated from the Executive MBA program at CWRU Weatherhead in May 2019. Most importantly, however, I am passionate about Cleveland, Cleveland Heights and all that our community has to offer. Art is another passion of mine and I am a founding board member of ARTFUL in Cleveland Heights. I have also launched an art business, Art EverySpace, with Liz Maugans, Sean Watterson, Christy Gray and Bruce Checefsky. Our model is to take what Liz has done at Worthington Yards with Dalad Group and offer art rich programming and hyper-local art to developments for our community to enjoy and strengthen.

<https://arteveryspace.com/>

Please list your recent community, professional or charitable involvements. List the most recent first.

NAIOP Northern Ohio
<https://naiopnorthernohio.com/committees/>
Design Awards Co-Chair, 2020 - present

One (1) Program: The Awards of Excellence is a springtime event (May) awarding outstanding achievements in our industry for the previous calendar year. Responsibilities include site selection, preparation and distribution of the invitation, organization of the event, encouragement of coverage by the print media and attendance by members and non-members, as well as other actions required in putting on the program.

NAIOP Communications
Started new committee, Chair

Strategic committee serving as liaison between NAIOP Northern Ohio and the Editorial Boards of various publications and media outlets. Actively promotes local NAIOP events and activities through social networks. 2019 - present

CLC Board Member, CBB Advisory Board
Member, Leadership Council Member
Cleveland Leadership Center
<https://www.cleveleads.org/>
Dates volunteered Jun 2015 – Present

Providing leadership and community engagement opportunities across a wide spectrum of life and career stages to inspire, connect and challenge individuals to make a positive community impact.

Co-Chair of FORE the Kids, a Circle of Friends
University Hospitals
Dates volunteered Apr 2013 – Present

FORE the Kids Golf Classic benefiting UH Rainbow Babies & Children's. 100% of the money raised is donated as unrestricted funds to University Hospitals Rainbow Babies and Children's Hospital. The annual 'Fore' the Kids Golf Outing includes a boxed lunch, steak

dinner, an amazing golf course, and a great collection of raffle prizes supporting this fantastic organization!

<https://www.eventbrite.com/o/fore-the-kids-planning-committee-a-uh-rainbow-babies-amp-childrens-hospital-circle-of-friends-20026093195>

Co-Chair Annual Fundraiser
SPACES (Gallery)

Dates volunteered Aug 2016 – 2019
<https://www.spacescle.org/>

Advisory Board Member, Founding Board
Member

ARTFUL Cleveland <http://artfulcleveland.org/>
Jun 2015 – Present

To establish and nurture affordable space that supports and educates artists in their mission to create, sell and display their art while making creativity and inspiration more accessible to the community at large.

Program Chair
SMPS Northeast Ohio Chapter
<https://smpsneo.org/>

Dates volunteered Jun 2013 – Jun 2016

The SMPS NEO Programs Committee is responsible for the development and execution of the program calendar, which serves to provide opportunities for networking, business development and education for our members.

AIGA Programming Chair
San Francisco Board of Directors
2006-2008
<http://aigasf.org/>

AIGA Events Director
Colorado Board of Directors
2003-2005
<https://colorado.aiga.org/>

The American Institute of Graphic Arts is a professional organization for design. Its

members practice all forms of communication design, including graphic design, typography, interaction design, branding and identity.

What are your goals for our community and are there areas in which you believe the City needs improvement? How would your service on City Council help achieve those goals and improve the City?

Since I am in the A/E/C industry, I believe that my experience would be invaluable in helping to navigate through building projects. It is important to have a viable community and embrace new construction while also maintaining the integrity of our community. It is important to have empathy for the residents as well and have a formal public transparent process in order for a successful execution, implementation and adoption. I also think that our trash/recycling program needs some attention. It is not very welcoming when trash sits on the street, nor when it gets attacked and remnants are all over the street/sidewalk etc. I have lived in San Francisco as well as Denver, and both cities had great trash programs. Just a few ideas, Denver would charge if trash were over a certain volume so it made residents think about what they are throwing out and their consumption. San Francisco has a city-led compost program allowing for significantly less trash/recycling and it would be nice to borrow from their program, as it would greatly affect our impact. San Francisco provides residents with three large bins that they bring out to curbs; black for landfill, blue for recycling and green for composting. Again this step helps to educate and may make people consider their footprint. I would also want to listen to residents about their concerns and see how we may or may not be able to address them, and communicate clearly etc. I think it is important to show that the city is listening, even if changes are too expensive or not feasible etc.

Do you have other responsibilities which would prevent you from participating in City Council and Council Committee work during certain hours or on certain days?

Not at this time

State any additional information you would like to have considered.

My current consulting work is listed in freelance/contract, and additional information below. I didn't want to miss the deadline and so didn't have the opportunity to send a new fully updated version of my resume. I am happy to follow up with it as it is a work in progress. Thank you for your consideration!
<https://www.linkedin.com/in/hlyon/>
Consulting Clients: R2O Consulting, studio TECHNE, & A|O Architecture Office
<https://www.r2oconsulting.com/>
<https://www.technearchitects.com/>
<http://thearchoffice.com/>
President and Co-Founder of Art EverySpace
<https://arteveryospace.com/>

Would you like to upload a Resume?	Yes
Resume or CV Upload (5 MB Limit)	HLyon_Marketing_Design_Strategy_resume.pdf (166k)
Item # 23	I agree to electronically sign this form.
Signature	Hillary Lyon
Last Update	2020-04-06 16:10:02
Start Time	2020-04-06 14:59:19
Finish Time	2020-04-06 16:10:02
IP	
Browser	Firefox
OS	Mac
Referrer	https://www.clevelandheights.com/1085/City-Council-Application

EXPERIENCE

Director of Business Development *4/2017 - 1/2019*

CTL Engineering • Cleveland, OH

Developing new business in existing markets, significantly expanding customer base and design/construction projects. Creating new brand awareness through strategy, continuing education and networking. Brought in over \$1.5M.

Director of Marketing *10/2015 - 12/2016*

Richard Fleischman + Partners Architects • Cleveland, OH

Marketing Manager *1/2013-10/2015*

Van Auken Akins Architects LLC • Cleveland, OH

Researching and writing RFP/RFQ submittals, business development, public relations, creating presentations and preparing for interviews, art directing marketing collateral, writing content for the website and social media.

Event Manager *10/2011-11/2012*

Fire Food and Drink • Cleveland, OH

Planning, executing and supervising a range of large and small scale events, successfully working with clients, budget, scheduling and handling all details. Managing and scheduling catering staff. Maintaining e-mail client and sending out promotions. Communicating internally and setting the yearly event calendar. Office management and donations.

Inside Sales/Communications *4/2010-10/2011*

Unique Paving Materials • Cleveland, OH

Supporting Account Executives nationwide, generating new leads, updating existing database. Event Management and attending select trade shows. Art directing, writing press releases, advertising/media, managing outside SEO/Design consultant and working within a budget. Marketing and communications for the company, their producers and distributors.

Account Manager *8/2008-3/2009*

24 Seven • San Francisco, CA

Working with advertising agencies, fashion and large retailers finding top notch creative talent. Specializing in full time roles for graphic/web design/development, account management, marketing and many other roles.

Software Project Manager / Supplier Rollout Manager *4/2006-5/2008*

Direct Commerce • San Francisco, CA

Keeping all projects in scope and on time. Managing internal resources and clients effectively and efficiently. Tracking and analyzing progress, statistical data and setting goals. Tracking and testing Bugs and software. Art directing marketing collateral and graphics.

Graphic Artist *5/2004-8/2005*

Case Logic • Longmont, CO

Designing Marketing collateral, packaging and print production. Assisting in photo shoots. Bidding, sourcing jobs, and managing vendors. Pre-press, maintaining production schedule, photographing products and updating image library.

Production Lead *7/2002-5/2004*

Platts, a Division of McGraw-Hill • Boulder, CO

Prioritizing work flow, managing and training new employees, troubleshooting technical issues, managing style guides. Designing, illustrating energy and power trade magazines, newsletters and various reports.

Graphic Production Artist *3/2000-8/2001*

Design Solutions, in-house Design Firm for Wellbridge • Denver, CO

Maintaining campaign guidelines, pre-press, assisting with concept/design of new projects, supporting Webmaster, creating banners, pop-up windows, maintaining production schedule.

EDUCATION

Executive MBA 2017 - 2019, graduated 5/19

The Weatherhead School of Business, CWRU • Cleveland, OH

AAS in Graphic Design 2001-2003

The Art Institute of Colorado • Denver, CO

BA in Mass Communications, Fine Art Minor, Independent Study in Photography 1994-1998

The University of Denver • Denver, CO

CONTINUING

Flash, HTML, Dreamweaver 2000

The Assoc. of Graphics Communication • New York, NY

2004-2020

Studio TECHNE Architects • Cleveland, OH *(present)*

R2O Consulting, Inc. • Cleveland, OH *(present)*

AJO Architecture Office • Cleveland, OH *(present)*

Autograph Creative • Berkeley, CA

Jetson Systems • San Francisco, CA

Venables, Bell & Partners • San Francisco, CA

1185 Design • Palo Alto, CA

Banners for Peace • San Francisco, CA

Worldwise, Inc • San Rafael, CA

Ideas and Plans • Boulder, CO

Judith Oakland • Boulder, CO

Music Sales • New York, NY

FREELANCE/CONTRACT

TECHNICAL SKILLS

Adobe Creative Suite [Photoshop, Illustrator, Image Ready, InDesign], Quark XPress/DMS, HTML, XML, iCPS, Dreamweaver, Freehand, Flash, Microsoft Office Suite, Cosential, Salesforce, GoldMine, Bullhorn and various CRMs

HONORS/AWARDS

NAIOP

Communications/Design Awards, Chair
2019 - present

Cleveland Leadership Center

Main Board Member, Leadership Council, CBB Advisory Board
2015 - present

David J. Akers Leadership Award Recipient 2015

Cleveland Leadership Center

SMPSNEO Programs Chair

Society for Marketing Professional Services
2013-2016

AIGA Programming Chair

SF Board of Directors
2006-2008

AIGA Events Director

CO Board of Directors
2003-2005

