

Dear Ms. Grant,

My name is Chad Vander Veen. I'd like to introduce myself and would appreciate consideration for the vacant San Juan Water District Board of Directors position.

Presently I work as the Marketing and Communications manager for Purchase Green artificial grass. I am responsible for the corporate marketing strategy of a small but rapidly-growing artificial grass company. I oversee all content creation, social media outreach, digital marketing, events and sponsorships. I also manage internal communications for our company of 18 locations and 60 employees. My current focus is on website usability, print and video content, graphic design and boosting our SEO/organic search ranking.

In my previous position as editor of FutureStructure, I oversaw the creation of the print edition of the magazine and managed the daily news on FutureStructure.com - a publication examining intelligent infrastructure, renewable energy, water systems and transportation. In this role I also coordinated events such as summits, roundtables and webinars. I worked directly with state and local government officials for content, events and new business development. I also provided keynote speeches at many regional events around the country.

With the California High-Speed Rail Authority, I managed social media and web content. I also directed events, handled media relations, wrote speeches and Op-Eds, developed internal and external communications, and in video and graphic design.

As associate editor of Government Technology magazine I oversaw the development of our editorial staff. I also served as the company's conference director for the western United States. In that role I managed events for state and local government officials, primarily those in IT. My duties included event logistics, speaker coordination, content development, event planning and chairing advisory board meetings.

Lastly, I was a candidate for Folsom City Council in 2014 and 2016 and have served the city of Folsom as a commissioner and youth sports coach. I also serve on the Folsom National Little League Board.

I can be reached anytime via email (hcvande@gmail.com) or cell phone, 916-792-3938. Thank you for your time and consideration.

Sincerely,

Chad Vander Veen
148 Berry Creek Dr.
Folsom, CA 95630

Writing Samples

<http://www.govtech.com/fs/news/Desalination-Making-a-Splash-in-California.html>

<http://www.govtech.com/fs/news/From-Farm-to-Fork-to-Fuel.html>

Chad Vander Veen

148 Berry Creek Dr., Folsom, CA 95630

916-792-3938

hcvande@gmail.com www.facebook.com/chad.veen www.linkedin.com/in/chadvanderveen

Experience Summary

Experienced in writing feature articles, editorial pieces, press releases, public speaking, voice overs, and creative print ad copy. Well versed in marketing, copy editing, proofreading, and digital publishing. Strong technical command of the English language; familiarity with virtually all writing styles including AP; serious commitment to excellence in the printed and published word. Competent marketer, researcher, interviewer, and reporter. Experience with all major social media platforms. Comprehensive understanding of enterprise IT systems and intelligent infrastructure.

Education

B.A., Government – University of Redlands, Redlands, CA 1997 – 2001

Professional Experience

Marketing and Communications Director – Purchase Green Artificial Grass, Rancho Cordova, CA July 2015 – Present

- Manage internal and external corporate communications and marketing efforts.
- Plan and execute corporate marketing strategy.
- Advise franchise stores on marketing and communications best practices.
- Create marketing collateral (video, print, web).
- Oversee social media initiatives.
- Work with local and national media to feature Purchase Green.
- Write press releases, speeches, scripts and presentations.
- Measure and track marketing efforts.

Editor/Executive Product Manager – e.Republic Inc., Folsom, CA Dec. 2013 – July 2015

- Manage day-to-day editorial operations of FutureStructure.com.
- Oversee production of print edition of *FutureStructure*.
- Write, edit and aggregate relevant content for website and magazine.
- Provide keynote speeches at various national and regional events.
- Organize and participate in summits, editorial round tables and webinars.
- Research and post IT market intelligence for the state and local government vendors.
- Manage team of state and local government IT researchers.

Information Officer – California High-Speed Rail Authority May 2013 – Dec. 2013

- Manage social media and web content.
- Write Press Releases, Fact Sheets, Speeches, Op-Eds.
- Media relations.
- Event management.
- Produce collateral and PowerPoints.

Conference Director – e.Republic Inc., Folsom, CA May 2012 – May 2013

- Wire-to-wire event management.
- Lead advisory board meetings.
- Manage logistics, content, speakers, presentations.
- Interface with a range of C-level government officials.
- Emcee events.

Associate Editor/Social Media Director – e.Republic Inc., Folsom, CA Feb. 2005 – May 2012

- Developed and assigned monthly slate of magazine stories for *Government Technology* magazine.
- Wrote and edited cover, feature, and Web stories about enterprise IT systems in governments.
- Conceived and directed editorial department's social media strategy.
- Hosted videos produced in-house covering a range of subjects, including interviews with governors and executives as well as in-depth looks at technology in government.

- Edited and approved text at all stages of production.
- Wrote and edited custom editorial publications for clients such as Microsoft, Oracle, Intel, HP, and others.

Tech Skills

Microsoft Office • Adobe CS • various CMS • HTML • Wordpress • Graphic Design • Audio/Video Editing

Other

Creator and host of SactownPeople.com – a series of interviews with people working to make the Sacramento region a better place to live.