

Kasey Feijo

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Status

Name

Kasey Feijo

Application Date

3/14/2023

Expiration Date

3/14/2025

Status

Received

Board	Vacancies	Status
Rogers Free Library Board of Trustees	2	Pending

Basic Information

Name

Kasey Feijo

Cover Letter

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Resume File

[View](#) / [Download](#)

I would like to be appointed to the position because:

I would be honored and humbled to hold this position because I want to give back to Rogers Free Library. I know that the programs provided by the library play a crucial role in our community, and I would love to make sure they continue to thrive. I have a lot of professional skills in marketing and management that I believe would make me a valued member of the board. I can provide creative contributions and talents that would help with all facets of the board - generating awareness, inspiring financial support, and encouraging staff development and training.

Contact Information

Address

667 Metacom Avenue

Unit 16

Bristol, RI 02809

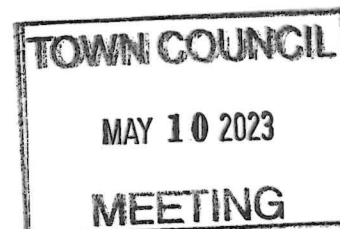
Resident

Yes

Phone

Email

Occupation



City Employee

No

Generated 3/15/2023, 8:08:48 AM

KASEY FEIJO

CONTACT



[Redacted]



[Redacted]



Bristol, Rhode Island

March 14, 2023

Rogers Free Library
Attn: Board of Trustees
525 Hope Street
Bristol, RI 02809

TO WHOM IT MAY CONCERN:

I am writing to you today to express my keen interest in serving on the Board of Trustees for the Rogers Free Library. Based on my professional experience, dedication to volunteerism, and strong connection to this library, I believe I would represent a valid candidate for this role.

My initial connection to Rogers Free Library comes from both sides of my family. My grandmother, Brenda Geremia, was an active member of the library staff for decades. She instilled in me at a very early age, the importance of library programs – like the Children’s Summer Reading Program and the greater role library systems play in our community – providing access to knowledge and technology for everyone. My other grandmother, Marie Rondeau, was an active donor and fundraiser for the institution providing a lot of the support needed to fund the “new building”.

I myself volunteered at the Library for multiple summers in the Children’s Department, including the old location, Gooding Avenue temporary location, and of course the beautiful new space. Although my professional career has taken me down an unrelated path, I would love this opportunity to continue to support an organization that means so much to me. I believe the board does incredibly important work to support the vision, mission, and programs for this pillar in our community. I believe my skills in marketing, strategy, data analysis, and management would serve this board well.

As I attend my monthly book club on the third floor, I consistently contemplate on ways to give back to RFL. I hope you will consider my application and find my qualifications may be a good fit. Beyond what a resume will tell you, I want you to know I am committed to responsible leadership, and would find ways to creatively contribute to this group.

Thank you for your time,

Kasey Feijo

KASEY FEIJO

CONTACT



[REDACTED]



[REDACTED]



Bristol, Rhode Island

EDUCATION

MASTER OF BUSINESS ADMINISTRATION

Crummer School of Business
Concentration in Finance
Certification in Leadership

BACHELOR OF ARTS IN ECONOMICS

Rollins College
Fiat Lux Award Recipient

SKILLS

DIGITAL AD MANAGEMENT

SOCIAL MEDIA STRATEGY

CREATIVE DESIGN

MEDIA BUYING

VOLUNTEER

EAST BAY CHAMBER OF
COMMERCE YOUNG
PROFESSIONALS COMMITTEE
BOARD MEMBER SINCE 2022

RHODE ISLAND BLOOD BANK
DONOR SINCE 2007

EAST BAY COMMUNITY
DEVELOPMENT CORPORATION
BOARD MEMBER 2016-2018

WORK EXPERIENCE

MARKETING COORDINATOR

Marshall Building & Remodeling / April 2019 – Present
Technology Therapy Group / February 2018 – April 2019

- Oversee and execute all marketing operations from digital ads management, to traditional media buying, content writing, designing printed materials, website management
- Strategize, test, budget, and implement new marketing channels
- Identify and monitor important marketing and non-marketing key performance indicators across the company.

PROJECT MANAGER

Technology Therapy Group / February 2018 – April 2019

- Manage workflow of up to 30 web projects at a time including custom application projects and website design
- Oversee a team of developers both in-office and remote
- Previous role, Account Manager – Managing social media, email marketing, google ads, print materials and more for a portfolio of marketing clients

SENIOR SPECIALIST

URI Alumni Association / September 2017 – February 2018

- Oversee and assist with planning of alumni events for our programs involving athletics, young families, 50th reunions, homecoming weekend, the Women's Council, the Alumni of Color Network, distinguished achievement awards, and presidential events

ASSISTANT DIRECTOR

Roger Williams University / January 2015 – September 2017

- Support Orientation operations including "day of" management as well as fielding family phone calls, questions, and feedback
- Continue Family connections through newsletters, emails, outreach and annual Homecoming and Family Weekend Events
- Planning, organizing, and executing the Commencement Ball for over 950+ attendees with a budget of over \$100k
- Supervising the student graphic design center with over 450 design requests per year

MARKET RESEARCH ANALYST

GTECH, S.p.A. / May 2014 – January 2015

- Analyze large amounts of data and compile weekly and monthly reports for senior management and game development