



**APPLICATION FOR APPOINTMENT TO A BOARD,  
COMMISSION, OR COMMITTEE POSITION WITHIN THE  
TOWN OF NEWMARKET, NEW HAMPSHIRE**

Applicant's Name: Debra C. Smith  
Address: Hubbard Drive Phone/Cell: 860/836-7370

RSA 669:19 Newmarket Registered Voter:  Yes  No # of years as a resident: 3 yrs  
RSA 91:2 Are you an American Citizen  Yes  No  
(You must be an American Citizen and registered voter to Serve)

Email address: desmith238@comcast.net

State desired Position and indicated Term Expiration Date: Arts & Tourism Commission  
12/24

The following experience and background qualify me for this position:  
see attached.

Debra C. Smith Signature 1/4/22 Date

*You are welcome to submit a letter or resume with this form. Applicants are requested to attend the Council Meeting to address the Town Council prior to the decision-making process. Applicants will be notified of the time and date of this meeting in advance. Thank you for your application and interest in the Town of Newmarket.*

January 4, 2022

Dear Nichole Jones, Chair Arts & Tourism Commission,

As a relatively new resident of Newmarket and a soon-to-be retired professional, I am seeking an appropriate venue to volunteer my time and talents. The open position on the Arts & Tourism Commission for the Town of Newmarket may be the perfect fit for both the Town and for me. I hold a Bachelors in Communications with a minor in Theatre. Music, theatre and the arts in general have always been my passion and a source of great personal fulfillment both as a performer and a voyeur.


Here are some highlights of the breadth and depth of my professional skills:

- **Strategic Planning**—As a long-term communications entrepreneur/consultant before joining Cigna eight years ago, I understand target marketing and community engagement. In other words, I have enough smarts to know how to get the job done RIGHT through a variety of communications channels on a shoe-string budget.
- **Communications Management**—Since I began my career in Marketing Communications, I have worked with graphic designers, printers, CRM and social media thus I'm intimately familiar with legal reviews, brand standards and optimizing resources. Whether it's negotiating cross-functional support, identifying resources or soliciting content, "no" is simply an unacceptable response for me because I approach all assignments with an unflinching commitment to achieve the defined goals.
- **Event Management**—As a Change Management Communications Lead, managing multiple projects, deadlines and details are my forte. This includes working directly with stakeholders to develop strategies and execute campaigns, which often included leader scripts, vision videos and presentation Talk Tracks. My assignments have always focused on projects which have never been done before, because management recognized my keen ability to forge a path forward, connect the dots and deliver results beyond expectations even when surrounded by ambiguity. Last fall I created an art festival in Moody Point entitled The Artist Among Us, which not only featured 15 resident artists but also raised \$900 for Seacoast Family Promise.

All of the skills, experience and energy I've outlined would be valuable and directly applicable to your current need for a new Arts & Tourism Commission member. To reiterate, my interest in this position is *genuine*; my value to you and the Town as someone who can hit the ground running is *invaluable* and my passion for the Arts is *incomparable*.

Thank you for seriously considering my application. Please note that even though we will be heading to Florida next week, I can make myself available via phone and Zoom to participate in Committee meetings. I look forward to further exploring this opportunity and ultimately working to develop Arts & Tourism in Newmarket.

Sincerely,



Debra C. Smith  
11 Lubberland Drive  
Newmarket, NH 03857  
860/836-7370 cell 603/292-5862 home

## GOAL

*Exceed enterprise business goals by empowering others to deliver outstanding results through example, creative inspiration & unfailing detail management.*

## SKILLS

Marketing Communications Management

Strategic Planning

Project Management

Budget Management & Reporting

Employee Communications

Special Event & Trade Show Coordination

Public Relations & Public Speaking

Team Leadership

Customer Service & Sales Training

Publication Editorial Management

Copywriting & Art Direction

Vendor Sourcing & Contract Negotiation

## EDUCATION

Central Connecticut State University

Bachelor of Science Communications

## PROFESSIONAL AWARDS

2016 Brightie Awards (3) Cigna Creative Communications

2010 Rehabber of the Year, CT Real Estate Investors Association

1996 Lamplighter Awards (3) New England Society Health Care Communicators

1993 Eagle Award, First Federal Savings

1985 Bronze Effie, American Marketing Assoc.

## REFERENCES

Richard Joslin, Cigna

Karen Fennell, Cigna

Emily Rooney, Cigna

## Debra Conticello Smith

11 Lubberland Drive, Newmarket, NH 03857

603.292.5862 home 860.836.7370 cell

### Change Management Communications Lead, Cigna

*February 2018 to Present*

Responsible for strategic planning, asset development, distribution and results tracking in support of Service Operations. Work hand-in-hand with TRO Change Managers to engage targeted audiences and influence change behaviors through innovative communication activities and campaigns. Led strategic development and launch of KnowledgeXchange & Knowledge Central Iris Page, Discovery Challenge call center advocate skill acquisition gamified rewards campaign, COVID-19 pandemic response team as well as all Client & Claim pillar initiatives. Interact with all levels of management to ensure consistent messaging and results achievement.

### Sr. Marketing Communications Specialist, Cigna

*July 2014 to February 2018*

Led B2B2C & D2C marketing communications campaign development and execution for One Guide, SureFit, BETS & Coach by Cigna app. All initiatives designed to increase brand awareness, enhance customer experience and generate positive ROI. Applied extensive healthcare industry knowledge to launch pilots & micro-targeted customer campaigns. Led and executed multiple corporate events from staff management, collateral development, booth design and executive speaker presentations at Health 2.0, Samsung Developers Conference, Disney Marathon and Girls on the Run Cigna branded events.

### CLUB Publication Project Manager, LEGO

*September 2013 to February 2014*

As a consultant, facilitated change management within Club Marketing Group to maximize resource utilization, diffuse stakeholder dissatisfaction and enhance publication output. In four months, streamlined briefing procedure, revised production schedules and standardized project management to deliver 4 editions in 9 languages thus exceeding customers' and management's expectations.

### President, Proforma/GraphicWorks

*August 1999- April 2012*

Responsible for strategic planning, staffing, print production and sales for large-format digital printing company with 3000 square foot manufacturing facility, eight employees and \$500,000 annual sales. Creative services included copy writing, media placement, public relations, event management, trade show coordination, copy writing and art direction. In 2005, became Proforma franchise, which enabled company to provide full service print, trade show, direct mail, promotional products, wearables and e-commerce client solutions through its national franchise network. Clients included Hannoush Jewelers, AAA, Mohegan Sun, Arrow Prescription Centers & Fichman Eye Centers. Sold company in 2012.

### Marketing Director, New Britain General Hospital

*August 1995- August 1999*

Responsible for hospital's marketing, branding campaigns, public relations spokesperson and special event management. Supervised staff of three along with \$800,000 advertising budget. Also responsible for managing and marketing physician referral call center and lifeline program. Launched Joslin Center for Diabetes program, which was recognized by national diabetes association for outstanding patient results achieved. Nationally recognized motivational speaker on "TLC-Thinking Like a Customer."

### Vice President Business Development, HealthMarket

*April 1990 - August 1995*

### Marketing Director, Medical Management & Development Corp.

*December 1986 - December 1990*

### Conservation Communications Administrator, Northeast Utilities

*November 1982 - December 1986*