



Advisory Board/Committee Application

DATE:	11/26/23	NAME:	Cynthia Reeves
ADDRESS:	5552 Anna Maria Lane		
PHONE:	561-339-3212	E-MAIL:	cindyreeves38@gmail.com
What is the Board/Committee of your choice?		City Council	
How long have you lived in the City of Westlake?		7/15/2021 (2 years)	
Are you a full-time resident? If not, how many months do you reside in City?			Yes
Are you a registered voter?		Yes	
Current occupation and employer, if retired, please list previous occupation and employer:		self-employed	
Do you currently hold public office? If so, what is the office?			No
Please list any business, volunteer, community activities you have been involved in:			
Former owner/operator Baskin-Robbins franchise, current member Cresswind Violations Committee			
Have you ever been convicted, plead no contest, plead guilty or had the adjudication of guilt withheld for any criminal offense other than a minor traffic violation? If yes, please explain.			
No			
Would you and/or any organization with which you are affiliated, benefit from decisions or recommendations made by this advisory board/committee? If yes, explain:			
Yes. Members of the Westlake community would benefit based on decisions of commerce, safety, and city planning.			
Experience. Please list experience and/or and any knowledge, skills, abilities, or qualifications that you possess and believe relevant to the board/committee for which you seek appointment:			
Worked in government agency, publishing/media, business owner. Skills and abilities: organized, excellent communication skills, creative, hard-working, motivated for change, action oriented, understand the pulse of the public.			

Resumes are encouraged to be attached, and any other information you feel pertinent. This application should be forwarded to the City Clerk, Zoie Burgess: zburgess@westlakegov.com or by mail/in person: City of Westlake, City Clerk's Office 4001 Seminole Pratt Whitney Road, Westlake, Florida 33470.

Thank you for volunteering to serve the citizens of Westlake.

CINDY REEVES

November 26, 2023

Z. Burgess
City Clerk
City of Westlake City Council
zburgess@westlakegov.com

Subject: Letter of Interest for City Council Appointment

Dear Members of the City Council Selection Committee,

I am writing to express my sincere interest in the vacant City Council position and convey my enthusiasm for serving our community. As a dedicated resident with a deep commitment to the well-being and progress of our city, my background, skills, and passion make me an ideal candidate for this critical role.

First and foremost, my deep commitment to our city's growth and prosperity has fueled my desire to contribute directly to its development as a member of the City Council. Having been an engaged resident for nearly three years, I have witnessed our community's evolving needs and aspirations. This has motivated me to actively seek ways to foster positive change and advocate for the well-being of our residents.

I possess a solid educational background and professional experience that equips me with the necessary skills to analyze complex issues and make informed decisions. Work at Palm Beach Sheriff's office gave me experience within a government entity and familiarity with Florida State Statutes; time at the Palm Beach Post provided me with customer service, media, writing, and

editing experience, and owner/operator of a Baskin Robbins franchise accorded me with business, product, and financial knowledge. My degree in psychology, certification as a life/career coach, and years of experience in several fields as an employee, a contractor, and an LLC have honed my critical thinking abilities and strategic planning skills, which are essential for effective governance.

Furthermore, my involvement in various community initiatives, such as the Cresswind Violations Committee, has provided me with a firsthand understanding of our city's challenges and opportunities. This experience has not only deepened my appreciation for the diverse perspectives within our community but has also instilled in me a sense of responsibility to represent and address the needs of all residents.

I am particularly passionate about sustainable development, education, and public safety. By working collaboratively with fellow council members, community leaders, and residents, we can address this issue and implement effective solutions that will benefit our city.

In conclusion, I am enthusiastic about the prospect of serving on the City Council and contributing to our city's continued success and vibrancy. My skills, experiences, and dedication align with the responsibilities of this role. I look forward to the opportunity to discuss in more detail how my skills and experiences align with the needs of the council and how I can contribute to our city's growth and development.

Thank you for considering my application. I look forward to discussing my candidacy further and sharing my vision for our city.

Sincerely,

Cindy Reeves

Cindy Reeves

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CindyReeves38@gmail.com

5552 Anna Maria Lane, Westlake, FL 33470

INTRODUCTION

Well suited for City Council. Experience includes: Government, telecommunications, finance and publishing/media. Excellent communication and interpersonal skills.

PROFESSIONAL EXPERIENCE

Freelancer, *Instructional Designer*, Palm Beach County, 3/2021-present

Industries: Law Enforcement, Wellness & Aesthetics, Healthcare Staffing

- **Instructional Design:** Created videos, PowerPoint presentations, and learning guides.

Palm Beach Sheriff's Office, *Technical Writer/Instructional Designer*, West Palm Beach, FL, 3/2019-11/2021

Industry: Law Enforcement/IT Program Management

- **Technical Writer:** Create documentation, online web-help and knowledge-based articles. Authored policies and procedures, flowcharts, job aids and knowledge-based articles. Develop project analytics dashboard for high level project tracking and staff planning.
- **Instructional Design:** Design and develop training programs, videos, and software simulations for vendor software: Motorola CAD software, Traffic & Criminal Software, Warrants, Learners include sworn officers, administrators, new hires, and civilians.
- **Program management:** Liaise with project managers, stakeholders, trainers, for new and updated software training development and deployment.
- **Trainer:** Conduct classroom, webinar and blended learning for law enforcement software

Dycom Industries, *Instructional Designer*, Palm Beach Gardens, FL, 7/2016-3/2019

Industry: Telecommunications / Software Development

- **Instructional Design:** Developed engaging online course content of third-party and internally produced software. Development tools, Methodologies, and Typologies: Interactive SCORM-compliant e-learning
 - Collaborate with stakeholders and SMEs to determine needs analysis and requirements gathering. Implemented required company-wide courses.
 - Examples of courseware developed: wage and hour regulations, harassment training, change management, Help Desk Service Portal, in-house developed and vendor technical software, and cyber security courses.
- **Business Analyst (BA):** Functioned as a BA for various IT projects. Travel to field offices to gather requirements data for IT projects and training content development.
- **Quality Assurance (QA):** Performed QA testing/analysis of internal IT projects and third-party software.

Goff Communications, *Scoping Manager*, Deerfield, FL, 5/2014-7/2016

Industry: Telecommunications/Construction

- **Project Management:** Trained and managed scoping engineers; ensure documents (CDs, RFDS, utility) are available and current before project start. Tracked project timelines, milestones, and prioritized scoping tasks.
- **Estimator:** Wrote proposals for scope of work and construction bids for cellular towers.
- **Liaison:** Held meetings with client and internal program managers, project managers and RF engineers, regarding planning, design, equipment, and materials necessary to complete the cell tower builds.
- **Financials:** Reconciled project financials and client purchase orders for project closeout packages. Streamlined the process to identify any discrepancies and worked closely with client project managers to balance penny for penny.
- **Instructional Design:** Developed presentations for process training purposes.

TBC Corporation, *Instructional Designer*, Palm Beach Gardens, FL, 12/2011-5/2014

Industry: Automotive/IT Department

- **Instructional Design:** Developed e-learning, blended learning, and instructor-led courses; created support materials and workbooks. Created training for software, leadership, onboarding, sales/marketing, and IT.
- **IT Integration:** Coordinated multi-year point-of-sale (POS) software project, integrating SAP with internally developed software. Managed backend VeriFone integration (IP configuration and testing); Managed multi-layer deployment schedule (hardware, application, training & communications)
- **Change Management:** Supported change management team during project development and implementation. Organized and supported go-lives for new software implementation.

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Mastec, *Project Coordinator*, Boca Raton, FL, 5/2011-12/2011

Industry: Telecommunications/Project Management

- **Coordination:** Worked with project management teams for construction of cellular towers.
- **Tracking:** Create and track contracts, purchase orders, submittals, and complete project close-out manuals.
- **Subcontractor Management:** Served as primary point of contact with vendor and functional consultants on overall strategic and technical project matters, emphasis on resolving issues with subcontractors.

U.S. Retirement Partners, *Director of Advisor Development*, Palm Beach Gardens, FL, 7/2008-5/2011

Industry: Financial

- **Instructional Design:** Designed and developed online training and critical documentation (prospect marketing, press releases, and technical manuals for company Financial Advisors).
- **Training:** Deployed training of U.S. business partners and financial advisors in the use of company-specific software, company website, FINRA compliance and sales.
- **Recruiting:** Recruited, interviewed, and hired financial advisors. Prospected candidates through job boards, social networking, and referrals.

Technical Projects: Web/CRM project management and administration,

The Palm Beach Post, *Research Manager*, West Palm Beach, FL, 11/2001-7/2008

Industry: Publishing

- **Manager:** Responsible for training/managing research assistants regarding department products and services
- **Product Development:** Created products from PBP articles and research sources for public consumption, e.g., posters, marketing kit material, DVDs (edit/format web videos), develop product advertising.
- **Graphics:** Page redesign using InDesign to produce products.
- **Researcher:** Conducted research as an information broker using microfilm, microfiche, and databases.
- **Archivist:** Managed the digital archive; granted copyright permissions.
- **Financial:** Department revenue increase consistently year after year, doubled by term end

Self-employed, *Piano teacher*, Palm Beach and Martin Counties, 1/1991-11/2001

EDUCATION

Catholic University of America, Washington DC, Master of Arts in Psychology

George Washington University, Washington DC, Bachelor of Arts in Psychology

CERTIFICATIONS & MEMBERSHIPS

E-Learning Instructional Design, Association for Talent Development (ATD)

Design Instruction, Friesen, Kaye and Associates (FKA)

Certified Career Coach, Certified Life Coach, CC

ATD Member

COMPUTER SKILLS

Authoring software: Articulate Storyline 360 (Rise), Adobe Captivate

Video Production: TechSmith Camtasia, Vyond (GoAnimate)

Graphic software: Adobe InDesign, Photoshop, Fireworks, Nuance, Adobe Pro

Productivity software: Word, Excel, PowerPoint, Outlook, Publisher, Google Suite