

Bill No. 1467-04

## APPOINTMENT

Approving the appointment of Alexa M. Seretti to serve as a member of the Children, Youth and Family Advisory committee for a term to expire on April 6, 2007.

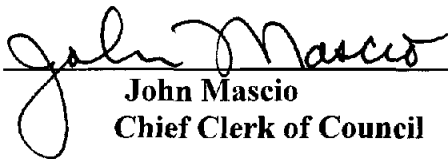
In Council APRIL 6, 2004.

Read and approved by Motion of Council.



Rich Fitzgerald  
President of Council

Attest:

  
John Mascio  
Chief Clerk of Council

OFFICE OF THE CHIEF EXECUTIVE

1467-04



County of Allegheny

DAN ONORATO  
CHIEF EXECUTIVE

101 COURTHOUSE ♦ 436 GRANT STREET  
PITTSBURGH, PA 15219  
PHONE (412) 350-6500 ♦ FAX (412) 350-6512

March 11, 2004

Honorable Council President and Council Members  
Allegheny County Council  
119 Courthouse  
Pittsburgh, PA 15219

Dear Council Members:

Please find the attached resume of Alexa M. Seretti, whom I am recommending for appointment to the Children, Youth and Family Advisory Committee.

The Children, Youth and Family Advisory Committee make recommendations on matters referred by the executive officers or agency administrator and suggest policies for the agency's operation and development. The committee also advises the executive officers and the agency administrator on the development of the County Children and Youth Services Plan and Budget Estimate. Ms. Seretti will fill an open seat. Her term will end three (3) years after her prospective confirmation.

Ms. Seretti is a graduate of the University of Pittsburgh and the H. John Heinz School of Public Policy with a Masters Degree in Public Management. She currently attends the Leadership Development Initiative and is implementing a community project in conjunction with the Carnegie Library of Pittsburgh. Ms. Seretti also volunteers for the Court Appointed Special Advocate Program of Allegheny County, wherein she advocates for the best interests of three abused and neglected children.

I appreciate your consideration, and ask you to act on this appointment as quickly as possible. Ms. Seretti will make herself available for review before the appropriate committee if members of Council wish to speak with her.

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Onorato".

Dan Onorato

CC: Alexa M. Seretti

## ALEXA M. SERETTI

765 College Street, Pittsburgh, PA 15232

(412) 365-0528

asere1022@yahoo.com

### SUMMARY OF STRENGTHS

**Project management** and **writing** and **editing** experience as a result of working on business proposals for projects valued at up to \$100 million.

Adept at **multi-tasking**, using **interpersonal skills** to resolve conflict and encourage collaboration and sound **decision-making skills** employed as an event marketing professional.

**Enthusiasm, compassion** and **knowledge of non-profit organizations** as gleaned from advanced education and volunteer endeavors.

### WORK EXPERIENCE

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**Deloitte, Pittsburgh, Pennsylvania - global leader in providing management consulting services**

*Proposal Coordinator, 2000-2002*

*Senior Proposal Coordinator, 2003-Present*

- Initiate and maintain the written proposal process to procure new business opportunities within the public sector on a national basis
- Act as the conduit for all written and verbal communication with firm partners and consultants
- Research a variety of databases to ensure accuracy of all information
- Assume the lead role in final formatting, production and delivery
- After just three months of employment was chosen as the lead for a \$100 million proposal effort

**Loeffler Ketchum Mountjoy, Charlotte, North Carolina - advertising agency specializing in print media**

*Account Coordinator, 1999-2000*

- Assisted in management and development of accounts (Motorola, Mannington, Velux-America, Cooper Tools)
- Disseminated information to clients, solicit client approvals and coordinate related projects
- Responsible for final proofing and editing of print advertising and collateral

**NFM Group Inc., Pittsburgh, Pennsylvania - an event and sports marketing firm**

*Manager of Event Marketing, 1997-1998*

*Director of Event Marketing, 1998-1999*

- Planned and executed special events for Fortune 500 companies (Sears, National Tire and Battery, The Great Indoors, Tool Territories, Giant Eagle supermarkets and Sunoco MidAmerica)
- Created multimedia presentations and proposals which led to the acquisition of five new accounts
- Wrote and edited television, radio and print advertising
- Coordinated celebrity placement (Michael Jordan, Lou Holtz, Martha Stewart, George Foreman) fashion shows, vendor demonstrations and radio remotes
- Planned and conducted employee incentive trips (Super Bowl XXXII and XXXIII)

### EDUCATION

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Carnegie Mellon University, Pittsburgh, PA

H. John Heinz III School of Public Policy and Management

Master of Public Management, May 2002

Skills Acquired: *Grant Writing, Program Evaluation, Financial Analysis, Resource Development Planning, Information Systems*

University of Pittsburgh, Pittsburgh, PA

Bachelor of Arts, December 1996

Dual Major: Journalism/Political Science

Minor: Women's Studies

### NON-PROFIT/LEADERSHIP EXPERIENCE

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**Leadership Development Initiative**

- One of 35 young professionals selected to participate in focus groups and discussions with community leaders to address regionalism, diversity and consensus-building.
- Implementing a community project with fellow classmates to expand knowledge about the Pittsburgh region.

## **ALEXA M. SERETTI**

765 College Street, Pittsburgh, PA 15232

(412) 365-0528

asere1022@yahoo.com

### **NON-PROFIT/LEADERSHIP EXPERIENCE (cont.)**

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#### **Freelance Public Relations Writer**

- Conducting market analysis and creating PR strategy for two prospective clients.
- Will write press releases, work with media and identify trade show opportunities.

#### **Academic Projects at the Heinz School**

- Conducted program evaluation of Carnegie Mellon University's Entertainment Technology Center web site
- Designed database of insurance claims for AIG Pittsburgh's Specialty Auto Office
- Created resource development plan for Pittsburgh Cares including grant proposals, strategic planning, suggestions for organizational and technological improvements and recommendations for board development and fundraising

#### **Volunteer for Court Appointed Special Advocate (CASA) Program of Allegheny County**

- Advocate for the best interest of three abused and neglected children
- Conduct interviews with Youth and Family Services, case workers, parents, relatives, attorneys, therapists and teachers; and observe children's interaction with them
- Monitor all court hearings and write and submit court reports

#### **Writer/Proofreader for the Carnegie Mellon University Pittsburgh Alumni Newsletter**

### **TECHNICAL SKILLS**

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Operating Systems: Windows NT/2000, Windows XP

Software: Microsoft Excel, Microsoft Power Point, Microsoft Word, Minitab, MS Office, Microsoft Project

Databases: Microsoft Access 2000



OFFICE OF THE COUNTY COUNCIL  
**County of Allegheny**

ROOM 119 • 436 GRANT STREET • PITTSBURGH, PENNSYLVANIA 15219  
412.350.6490 • 412.350.6499 (FAX)

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CHIEF CLERK

March 19, 2004

Ms. Alexa M. Seretti  
765 College Street  
Pittsburgh, PA 15232

Dear Ms. Seretti:

This is to inform you that Council President Rich Fitzgerald, Chairperson of Council's Committee on Appointment Review, has scheduled an Appointment Review Committee Meeting for 6:00 PM, **Thursday, March 25, 2004** in Conference Room One, 119 County Courthouse.

The Councilman requests your presence at the meeting to discuss your nomination for appointment to the Allegheny County Children, Youth and Families Advisory Committee. He indicated that those of you that were nominated for reappointment should be prepared to answer questions including how long you have served on the board, your biggest accomplishments on that board, and what you envision your future goals to be if reappointed.

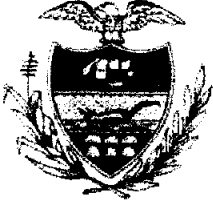
Those of you that are new nominees should be prepared to answer questions relative to your background and qualifications and what you hope to accomplish if appointed.

If you have any questions regarding this please contact me at 412-350-6495.

Sincerely,

A handwritten signature in cursive script that reads "John Mascio".

John Mascio  
Chief Clerk  
Allegheny County Council



**RICH FITZGERALD, PRESIDENT**  
**County of Allegheny**

ROOM 119 • 436 GRANT STREET • PITTSBURGH, PENNSYLVANIA 15219  
412.350.6575 • 412.350.6499 (FAX)  
RFITZGERALD@COUNTY.ALLEGHENY.PA.US

April 15, 2004

Ms. Alexa M. Seretti  
765 College Street  
Pittsburgh, PA 15232

Dear Ms. Seretti:

This is to inform you that at the Regular Meeting of Council held on April 6, 2004, Council approved your appointment to serve as a member of the Allegheny County Children, Youth and Families Advisory Committee for a term to expire April 6, 2007.

Congratulations on your appointment.

Sincerely,

A handwritten signature in cursive script that reads "Rich Fitzgerald".

Rich Fitzgerald, President  
District 11 Representative

RF/fb

**OFFICE OF THE COUNTY COUNCIL**