

Application for Appointment to the City Council

Personal Information

* Are you a registered voter in South San Francisco?

Yes

* **Name Used on Voter Registration (Last, First, Middle)**

Hobson-Coard, PaulaClaudine Antoinette

* **Date of Birth**

* **District Area**

District 2

* **Street Address**

* **City, State Zip**

South San Francisco California 94080

* **Preferred Phone Number**

* **Email**

* **Current Employer and Occupation**

Jefferson Elementary School District - Administrative Assistant

* Does your position require filing a Form 700 – Statement of Economic Interest? If yes, please attach a copy of the most recent filing.

No

Attachment

SKIPPED

Please list any nonprofit organizations for which you are an officer.

SKIPPED

Questions directed by the City Council at its Regular Meeting of December 09, 2020:

* **What do you view as the greatest issue presently confronting the City Council of the City of South San Francisco?**

A looming mental health crisis due to the following: A) Stress and isolation resulting from the rampant conditions and effects from COVID-19. B) Frustration resulting from insufficient directions and guidance for help and relief of COVID-19. C) Lack of infrastructure support, ie. spendable money to acquire necessities and directions to acquire needed benefits.

* **What in your background will best prepare you to function as an elected official?**

Empathy for your fellow man/woman! In addition, I am an outstanding planner, organizer and synthesizer. I am also a multifaceted individual, I'm a people person, I can execute plans and programs, i'm a good listener and I render help accordingly. As a Cultural Arts Commissioner, I'm a dependable, reliable, and resourceful individual that gets things done because I care.

* **What role do you believe local government should fulfill in people's lives?**

Local government should definitely be a bridge for residents, county, state as well as the federal bureaucracy. Local government should be the first line of defense for our citizens, ie. first place to go for help, the place where accurate data and resources are maintained and available.

* If appointed, do you plan to run for city council in 2022?

Yes

Please include additional information and/or attach your resume.

PaulaClaudine_A_Hobson-Coord 08312020 Resume.docx

*** By typing my name, I certify that, to the best of my knowledge, all statements in this application are complete and true. I agree and understand that any mis-statement of material fact will cause me to forfeit all rights to appointment to the City Council.**

PaulaClaudine A. Hobson-Coord

Once this form is submitted, you will receive a response from the Office of the City Clerk within three business days to provide you with information regarding the next steps. Please keep an eye out for this email. If you do not receive an email, please call us at (650) 877-8518.

THIS FORM IS A PUBLIC RECORD, DISCLOSABLE PURSUANT TO GOVT. CODE 6250 ET SEQ.

PAULA CLAUDINE A. HOBSON-COARD

██████████, South San Francisco, CA 94080 • ██████████ • ██████████

Summary

Highly accomplished, multi-faceted Professional, with extensive experience coordinating Photography, Marketing, and Event Management functions and special projects with a high degree of efficiency. Serve as point person for directors, managers, clients, staff, and vendors to ensure proper lines of communication. Maintains excellent communication, technical, follow-through, and problem resolution skills.

Work Experience

Office Assistant 1

GARDEN VILLAGE ELEMENTARY SCHOOL – Daly City, CA

April 2019 – Present

- Respond to inquiries and provide a variety of general information to personnel, students, parents and the general public.
- Input data into an assigned computer system, maintain automated records, and generate computerized lists and reports as requested.
- Prepare and maintain logs, files and records.
- Communicate with personnel and outside agencies to exchange information and resolve issues or concerns.
- Answer telephone calls and directing calls to appropriate personnel
- Administer first aid to students and staff.

Cultural Arts Commissioner, Chairperson

CITY OF SOUTH SAN FRANCISCO – South San Francisco, CA

October 2015 - Present

- Encourage and promote cultural arts activities within the community and act as an advisory body to City Council on matters pertaining to the arts and cultural affairs.
- Administer Cultural Arts programs.
- Acquisition and exhibition of public art, and sponsorship of art events.
- Produce and manage events.
- Photograph events and create photographic slideshows and videos.

Caregiver

IN-HOME SUPPORT SERVICES (IHSS) – SAN MATEO COUNTY PUBLIC AUTHORITY

Daly City, CA

June 2012 – June 2020

- Provide in-home care for the elderly with disabilities.
- Responsible for primary care, case management, and medication management.
- Experience with various medical conditions including Advanced Heart Failure, Diabetes, Cancer, and Hernia.
- Ensure safety and well-being of patients.
- Assist patients with homecare and hygiene.
- Complete all daily tasks to enhance that quality of life for the patient is upheld to the highest standard.
- Accompany patient to doctors' offices and communicate with patient's physicians.

Photographer / Artist Management & Promotions/ Musician**POLLY MEDIA, INC.** – South San Francisco, CA

February 2011 - Present

- Provide performance coaching and music tutoring for voice and music theory to children and adults.
- Produce effective and engaging events while overseeing crew and all event logistics.
- Develop websites and creative promotional materials for campaigns, events, artists, and small businesses.
- Record audio and video for bands and events, and edit and master the content.
- Book show and engagements, and manage local bands, and a variety of skilled artists and musicians.
- Manage, develop, and maintain blogs and social media sites, such as WordPress, Facebook, Twitter, and Instagram.
- Perform at events throughout the Bay Area as a vocalist, guitarist, keyboardist, and emcee.
- Provide freelance event photography services to artists, festivals, venues, corporations, and non-profit organizations.
- Write press releases, assemble press kit materials, fact sheets, biographies and advisories for clients.

Administrative Assistant 4**ROBERT HALF INTERNATIONAL****(Wells Fargo Bank Internet Services)** – San Francisco, CA

August 2010 – February 2011 (Contract completed)

- Assisted in the planning, fundraising, and execution of events.
- Performed on-boards and off-boards of all new FTEs and Contractors.
- Handled technical problems, and entered formal online NSR tickets for IT requests.
- Liaised with building management and the ITS department, coordinating building maintenance activities.
- Handled complex and sensitive inquiries from customers, vendors and internal personnel.
- Acted as liaison with other departments and outside agencies including senior-level management.
- Provided direct support to 3 SVPs, senior managers, and staff of over 100 contractors and FTEs combined.
- Secured handling of confidential files and company documents.
- Balanced general ledger, expense accounts, and invoices.
- Scheduled and managed calendars for meetings, appointments, and conference room reservations.
- Established and updated office procedures and controls.
- Coordinated and booked travel itineraries and seminars for management.

Marketing/ Human Resources/ Finance Administrator**NOLLENBERGER CAPITAL PARTNERS** – San Francisco, CA

August 2008 – May 2009

- Organized company events for over 150 attendees, on and off site.
- Coordinated market research studies via multiple methods, including phone surveys and online applications.
- Provided administrative support to Human Resources, Marketing, and Finance directors.
- Entered and maintained personnel data into the HRIS ADP system, as well as records of communication and company benefits.
- Prepared new employee orientation folders, assisted with reference checks, and coordinated training logistics.
- Updated web content, and drafted and designed newsletters.
- Reduced vendor costs by 35% by reviewing existing vendor contracts and renegotiating rates.
- Presented concept work independently and collaborated with creative teams for all print and direct mail initiatives.
- Managed the day-to-day activities and workflow of newsletters, marketing collateral, direct mail, and print and web assignments.
- Communicated client's direction, strategy and goals to internal teams for creative development and production.

Office Manager/ Marketing Support**SAN FRANCISCO JAZZ ORGANIZATION** – San Francisco, CA

September 2005 – April 2008

- Supported the Marketing department by serving as an emcee and stagehand for over 50 live events, maintaining the media library, and assembling artist press kits.
- Worked closely with senior management team to resolve operational issues, and ensured the highest level of administrative and operational efficiency and productivity.
- Performed general accounting duties, including administration and reconciliation of petty cash, and review of office expense coding of invoices for accounts payable.
- Completed HR office filings, prepared new employee orientation folders, performed reference checks and benefits administration, maintained personnel files, coordinated training logistics, and ensured that organizational charts were updated monthly.
- Coordinated staff and board meetings, and provided and maintained records of staff meetings.

Education

SAN FRANCISCO STATE UNIVERSITY – San Francisco, CA

1999 to 2003

Bachelor of Arts in Broadcast Communications, with a concentration in Radio and Television Communications –
Completed 96 units.

Certifications

CPR/ AED/ First Aid Certified – EMS Safety - December 2018 – December 2020

Fall Prevention - San Mateo County Public Authority – September 2018

Mental Health First Aid – San Mateo County Public Authority – August 2018

Heart Failure Management - San Mateo County Public Authority – July 2018

Anti-Bullying Prevention Training – City of South San Francisco - December 2017 and December 2016

Diabetes Management - San Mateo County Public Authority – October 2017

Chinese for Beginners – Peking University on Coursera - August 2016

Introduction to Search Engine Optimization – University of California, Davis on Coursera – August 2016

Cameras, Exposure, and Photography – Michigan State University on Coursera – June 2016

Viral Marketing and How to Craft Contagious Content – University of Pennsylvania on Coursera – May 2016

Fundamentals of Rehearsing Music Ensembles – University of North Carolina Chapel Hill on Coursera – May 2016

How to Create a Website in a Weekend - The State University of New York on Coursera – April 2016

Understanding the Music Business: What is Music Worth? - Vanderbilt University on Coursera – April 2016

Social Media in Public Relations - National University of Singapore on Coursera - March 2016

Music Business Foundations – Berklee College of Music on Coursera - February 2016

Introduction to Personal Branding - University of Virginia on Coursera - February 2016

Summary of Foreign Languages & Computer Skills

Computer: Microsoft Office software, including Word, Excel, PowerPoint, and Outlook in a PC and Mac based environment, Google Docs, Adobe Photoshop/ Lightroom/ InDesign, ADP HRIS System, Audacity, GoDaddy, WordPress, FileMaker Pro

Social Media: Facebook, Twitter, Instagram, YouTube, Pinterest, SoundCloud

Typing: 60 wpm

Skills: Social Media Marketing, Online Research, Community Outreach, Customer Service, Branding, Photography and Audio Editing, Social Networking and Web, Strategic Marketing and Campaigning, Event Management and Production.

Foreign Languages Studied: Arabic, Italian, Spanish

Volunteer Activities

2012 and 2011: *Event Photographer*, SF Carnaval Parade

2010: *Event Photographer*, “Fight for AIDS” Benefit fashion show produced by Charleston Pierce Productions

2008: *Fundraiser*, KCSM Radio Station (91.1 FM)

2002: *Event Assistant*, San Francisco Musician & Artist Expo

2001: *Intern*, KPIX-TV (Channel 5) Meteorology Department

2001: *Production Assistant*, KPOO Radio Station (89.5 FM)

2000 – 2009: *Event Assistant*, Global Exchange

2000 - Present: *Event Assistant & Event Emcee*, Whitaker & Associates

Civic Affiliations

2018 – Present – “*Mental Health Awareness Month*” *Planning Committee* – San Mateo County Behavioral Health Services

2015 – Present – *Cultural Arts Commissioner, Chairperson* – South San Francisco Cultural Arts Commission

2011 – 2012 - *Events Committee Member* - “America’s Children’s Holiday Parade” - Oakland Chamber of Commerce

2010 – 2012 - *Member & Speaker*, Stagecoach Toastmasters International