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BAC-9297

Contact Information

Contact Name	Alison Nestel-Patt	Home Address	
Preferred Phone		Home City	
Preferred Email		Home State	
Other Phone		Home Zip	
Other Email		County	
DOB		Hispanic or Latino origin or Descent?	No
Gender	Female	Race/Ethnicity	Caucasian
Other Gender		Other Ethnicity	
Title		Salutation	
		Pronouns	

Application

Status	New	Council Resolution Number	
Notes			

Board Information

Board Name	RiNo Business Improvement District	Original Start Date	
		End Date	
		Other boards or commissions served	

Work Information

Employer		Work Address	
Position		Work City	
Business Phone #		Work State	
Work Email		Work Zip	

Additional Information

Are you a registered voter?		Objection to appointment?	
If so, what county?		Special Information	
Denver City Council District No		Registered Lobbyist	
Conflict of Interest Explanation		Conflict of Interest	

Education and General Qualifications

Name of High School		Name of Graduate School	
Location of High School		Location of Graduate School	
# of Years Attended High school		# of Years Attended Graduate School	
Did you Graduate High School		Did you Graduate	
		Graduate Major	
Name of College			
Location of College			
# of Years Attended College			
Did you Graduate College			
Undergrad Major			

Reference Details

Reference Name #1		Reference Email #1	
Reference Phone #1		Reference Address #1	
Reference Name #2		Reference Email #2	
Reference Phone #2		Reference Address #2	
Reference Name #3		Reference Email #3	
Reference Phone #3		Reference Address #3	
Agree to a background check	<input checked="" type="checkbox"/>		
Owner	Esther Lee Leach	Created By	Denver Integration, 3/11/2024, 11:17 AM
		Last Modified By	Jason Armstrong, 4/16/2024, 10:20 AM

Notes & Attachments

Alison NestelPatt_square.jpg

Type	Attachment
Last Modified	Denver Integration
Description	View file

A NestelPatt Resume_2024.pdf

Type	Attachment
Last Modified	Denver Integration
Description	View file

Applicants History

3/11/2024, 11:17 AM

User	Denver Integration
Action	Created.

HIGHLIGHTS

- 12+ years leading communications and integrated marketing strategies
- Experience with B2B and B2C brands across varied industries
- Paid and earned strategist
- Data-driven, detail-oriented
- Driven by businesses challenging the status-quo

EXPERIENCE

FORMATIV Development Company, Denver, CO

2017-Present

Director, Marketing and Development

Lead communications and integrated marketing strategies for company's \$1B+ portfolio of assets including Class A Office, Multifamily, Master Plan Developments, and hospitality. Work alongside COO on all elements of business operations.

- Implement all public relations and integrated marketing strategies for company and its developments
 - Media placement (national and local), integrated social strategy, executive leadership speaking opportunities, crisis communication, event management, investor relations, asset-level budgeting/forecasting
- Oversee brand development and execution for key developments, securing concept buy-in from ownership and investment team
- Manage and hire all external partners (marketing agencies, design firms, PR firms) for each development to ensure brand cohesion and deliver project-level KPIs
- Grow and maintain relationships with key community partners and organizations

B Public Relations, Denver CO

2016-2017

Senior Manager, PR and Social Media

Lead traditional, social, influencer, and integrated digital strategies for key agency accounts as well as supported partners in new business and junior staff development/hiring.

- Account lead for travel and hospitality brands including Monarch Mountain, Town of Frisco, CO, The Ramble Hotel
- Secured media placements in key national and endemic publications including *The New York Times*, *5280*, *Popular Mechanics*, *SKI*, and more
- Launched agencies formal influencer marketing program and worked with digital team to establish KPI metrics for clients

Backbone Media, Jackson, WY + Denver, CO

2011 – 2016

PR Supervisor, Denver Office Lead

Responsible for managing the day-to-day integrated PR strategy for global retailer Eddie Bauer. Managed and grew Backbone's Denver office including staff supervision, hiring of new employees, and coordinating with agency principles to plan future growth in Denver.

- Grew Eddie Bauer's scope of work by 25%
- Oversaw the PR strategies for high growth clients Klean Kanteen, Upslope Brewery, YETI, Toad&Co, and Fluidstance
- Developed year-long and quarterly strategies for clients with measurable KPIs
- Advised clients on brand strategies and tactics to ensure alignment of marketing initiatives across all touch points: web, marketing collateral, point-of-sale, and social media
- Sold-in integrated marketing programs that leverage traditional PR, native advertising and digital media to achieve broad exposure, strengthen brand loyalty and relevancy, and achieve desired ROI
- Managed external agencies, on behalf of clients, to ensure brand consistency
- Proposed, designed and executed agency-run showroom event in NYC with leading journalists and influencers in the outdoor and active lifestyle space. Acted as point-person to sell-in the event to both internal and external clients, generating over \$30 thousand in its first year; the showroom continues to be a source of revenue for the business today

Habitat for Humanity of the Greater Teton Area, Jackson, WY

2009 – 2011

Co-founder, Dedicated Individuals Giving and Serving (DIGS)

DIGS is a young professional group founded with the mission to bring together active, young adults who share a passion for the Jackson community to support efforts to preserve the community's diversity through affordable housing through the upcycling of used home goods and building supplies.

- Co-led development and implementation of the organization's two annual fundraising events
- Spearheaded the development of the DIGS logo, managing external graphic designer
- Wrote press releases and secured ad placements bi-annually
- New event development to target young adults and increase/maintain volunteer commitment

ADDITIONAL INFORMATION

- | | |
|---|--|
| ▪ Bates College Class of 2007; psychology major | ▪ Mom to two little girls: Maisie (3.5 yrs) + Leland (1.5 yrs) |
| ▪ Retired competitive figure skater | ▪ Branding/marketing nerd |
| ▪ Travel obsessed; Fresh air seeker | ▪ Conscious citizen |