



Erin Hirn
City Administrator
ehirn@westalliswi.gov
414.302.8294

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The Honorable Mayor Dan Devine
and Common Council Members
City of West Allis
7525 W. Greenfield Avenue
West Allis, WI 53214

Mayor Devine and Common Council Members:

I am pleased to recommend the appointment of Ms. Amy Grau for the position of Marketing and Communication Director. Amy brings over 15 years of experience in marketing and communications, with a proven track record of developing and implementing successful marketing strategies. Her leadership skills are exceptional, as she has consistently demonstrated the ability to manage and motivate a diverse team of marketing professionals.

During her tenure as the Marketing and Fundraising Director at Neighborhood House of Milwaukee, Amy constructed the first social media campaign and strategy for the organization, reaching almost a million individuals and generating over \$20,000 in new donations through social media. Her strategic planning capabilities have been instrumental in aligning marketing efforts with overall business objectives and growth targets.

Amy's expertise in digital marketing is unparalleled. Her ability to utilize data analytics to track marketing performance and optimize campaigns has consistently resulted in impressive ROI. In addition to her technical skills, Amy excels in community engagement and building relationships with stakeholders. Her work with Doors Open Milwaukee, a city-wide open house community event, is a testament to her ability to foster community engagement and positive media exposure. Under her direction, the event grew from 5,000 attendees to 30,000 within four years.

Amy's communication skills are outstanding. She has a strong ability to convey marketing strategies, initiatives, and results effectively through verbal, presentation, and written communication. Her work as the Director of Communications for the Archdiocese of Milwaukee involved overseeing communications for 40 central offices, 193 parishes, and 107 schools, executing over 100 marketing projects monthly, and spearheading a website redesign that doubled traffic in just two years.

Amy's dedication to her work and her passion for making a positive impact are evident in everything she does. She has received numerous awards and recognitions, including the Neighborhood House of Milwaukee Impact Award and multiple "Wellpoint WOW" awards for her outstanding contributions.

I respectfully request your approval of Ms. Amy Grau for this leadership position in the City of West Allis. Please let me know if you have any questions or need further information or clarification.

Thank you for your consideration.

Erin Hirn
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