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February 2, 2024

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. Jenny Kosek for the position of Marketing and Communication Director. Jenny previously served with the City of West Allis from 2017-2021 in communications roles, including Communications Specialist and Communications Strategist. During that time, she was involved in website redesign efforts that increased site visits by 45%, executed over 10 employee/resident surveys to support Strategic Plan initiatives, achieved 40%+ growth in the City's social media follower base and engagements, and provided key contributions to the City's rebranding and marketing campaigns.

In addition, Jenny has almost 15 additional years of experience leading comprehensive marketing and communications strategies across various industries. This includes directing marketing for a music education company, overseeing branding and promotions for a marketing agency, managing communications and public relations for a non-profit organization, and developing impactful campaigns in her current role with a credit union. Her background covers the full spectrum of marketing disciplines - including copywriting, graphic design, web development, email marketing, social media, and more.

Further, she possesses the technical skills and motivation to drive and implement process improvements in a critical department for the City of West Allis. Her previous experience and familiarity with our organization make her well-prepared to take on this leadership position.

I respectfully request your approval of Ms. Jenny Kosek 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.

Respectfully,

Rebecca Grill  
City Administrator/Clerk