



CITY OF POMPANO BEACH
ADVISORY BOARD / COMMITTEE
APPLICATION

City Clerk's Office Phone: 954-786-4611 Fax: 954-786-4095
Post Office Drawer 1300, Pompano Beach, FL 33061
www.mypompanobeach.org

Mr. ___ Mrs. ___ Ms. X Miss ___ Name: Shellie Morrison
(Optional)

Residence Information:

Home Address: 544 W. Palm Aire Drive
City/State/Zip: Pompano Beach, FL 33069
Home Phone: 954-971-3009 Cell Phone: 954-290-5581
Email: shelmor@bellsouth.net Fax: 954-971-8225

Business Information:

Employer/Business Name: Shelmor Group Advertising & Marketing
Current Position / Occupation: Owner
Business Address: 544 W. Palm Aire Drive
City/State/Zip: Pompano Beach, FL 33069
Business Phone: 954-942-1414 Fax: 954-971-8225 Email: shelmor@bellsouth.net

Are you a U.S. Citizen? Yes X No ___

Are you a resident of Pompano Beach? Yes X No ___ Reside in District: 1 ___ 2 ___ 3 ___ 4 ___ 5 X

Do you own real property in Pompano Beach? Yes X No ___

Are you a registered voter? Yes X No ___

Have you ever been convicted of a felony? Yes ___ No X

Current or prior service on governmental boards and/or committees: _____

Please make a check next to the Advisory Boards/Committees you would like to serve on:

<input type="checkbox"/> Affordable Housing	<input checked="" type="checkbox"/> Cultural Arts	<input type="checkbox"/> Parks and Recreation
<input type="checkbox"/> Air Park	<input type="checkbox"/> Education	<input type="checkbox"/> *Planning & Zoning/Local Planning Agency
<input type="checkbox"/> Architectural Appearance	<input type="checkbox"/> Emergency Medical Services	<input type="checkbox"/> *Police & Firefighter's Retirement System
<input type="checkbox"/> Budget Review	<input type="checkbox"/> *Employee's Board of Appeals	<input type="checkbox"/> Pompano Beach Economic Development Council
<input type="checkbox"/> Charter Amendment	<input type="checkbox"/> Employee's Health Insurance	<input checked="" type="checkbox"/> Public Art Committee <u>X</u>
<input type="checkbox"/> Community Appearance	<input type="checkbox"/> *General Employee's Retirement System	<input type="checkbox"/> Recycling & Solid Waste
<input type="checkbox"/> *Community Development	<input type="checkbox"/> Golf	<input type="checkbox"/> Sand & Spurs Riding Stables
<input type="checkbox"/> CRA East	<input type="checkbox"/> Historic Preservation	<input type="checkbox"/> Marine
<input type="checkbox"/> CRA West	<input type="checkbox"/> *Housing Authority of Pompano Beach	<input type="checkbox"/> *Unsafe Structures
		<input type="checkbox"/> *Zoning Board of Appeals

***Financial Disclosure Form is required, if appointed to serve, upon appointment and upon resignation/retirement.**

SEE RESUME ATTACHED

In addition a Resume may be attached

Education: BA, University Of South Florida

Experience: Substantial artistic experience working with various media.

Including; graphic design, illustration, fine art, photography,

print and broadcast production, architectural graphics, signage and

Past Positions: displays.

See resume. Local Pompano clients have included: Sands Harbor,

Joe's Riverside Grill, Pompano Chamber of Commerce, Pompano Fashion Square,

Light House Cove Resort and Pavermodule.

Hobbies: Avid tennis player and golfer. Member Pompano Tennis Center. Golf memberships

at Palm Aire Country Club. Enjoy photography, drawing, being active in my

community and continuing my education to improve relevant skills.

*Making any false statements herein may be cause for revocation by the City Commission of
any appointment to a Board/Committee.*

Signature: Shellie Morrison

Date: 10/16/2012

Initials of Clerk or Deputy: _____

Date received or confirmed: _____

Please check one: ☒ New Application ☐ Currently Serving on Board ☐ Updated Information

Note: Application is effective for one year from date of completion. If you have any questions on the above, please call the City Clerk's Office at: 954-786-4611, or send via fax to: 954-786-4095.

RESUME

SHELLIE MORRISON

544 West Palm Aire Drive

Pompano Beach, FL 33069

Home 954/971-3009 • shelmor@bellsouth.net



OBJECTIVE

MARKETING AND ADVERTISING

QUALIFICATIONS

Experience with full service advertising agencies and in-house corporate marketing departments. Expertise in numerous media from original creative concepts to completion and placement, including direct response, print and broadcast. Also proficient designing and implementing marketing plans/budgets/strategies for increasing revenue, brand awareness and customer retention. Strong communication, organization and management skills.

EXPERIENCE

PRESIDENT, SHELMOR GROUP, POMPANO BCH, FL (10/84 to Current)

A full service ad agency with billings ranging from \$3 million to \$250,000 annually. Create marketing plans and advertising campaigns designed to meet client goals, objectives and budgets. Produce materials to implement those plans involving appropriate media. Account supervisor and creative director for all projects including hands-on copywriting and design. Experience includes acquiring accounts, making presentations, public relations, web sites and client counseling. Production/creative experience includes: collateral, direct mail, radio, television, display booths, billboards, newsletters, signage, architectural graphics. National, regional and local client categories include: real estate—commercial and residential, construction, retail, financial, franchise, resort, restaurant, funeral home/cemetery, healthcare and communications.

SENIOR VICE PRESIDENT, MUCCI ASSOCIATES, FT. LAUDERDALE, FL (3/77 to 9/84)

General manager, account supervisor and accurate liaison between all existing accounts with this full service ad agency; billings \$7 million. Responsibilities included developing marketing plans and strategies, creative concepts, budget allocations, job supervision and media buying. Initiated creative and marketing presentations to new and existing accounts. Promoted from traffic manager to media director to an officer of the company.

ADVERTISING DIRECTOR, VOIGHT ENTERPRISES, PALM BCH, FL (12/73 to 9/76)

Headed an in-house agency for company. Clients included those owned and operated by Voight: hotels, time share resorts, construction and real estate sales. Supervised collateral production — including design, copy, photography and printing; placed media in local, state and national publications; coordinated 3-screened AV presentation; designed trade show displays; initiated, created and researched campaigns targeting defined demographics.

EDUCATION

University of South Florida

Bachelor of Arts, Mass Communications/Advertising