



2018 MAR 14 PM 3:56
OFFICE OF THE
SECRETARY

MURIEL BOWSER
MAYOR

MAR 14 2018

The Honorable Phil Mendelson
Chairman
Council of the District of Columbia
John A. Wilson Building
1350 Pennsylvania Avenue, NW, Suite 504
Washington, DC 20004

Dear Chairman Mendelson:

In accordance with section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), and pursuant to the Commission on Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008 (D.C. Law 17-148; D.C. Official Code § 3-651), I am pleased to nominate the following person:

Mr. Kristopher Johnson-Hoyle
1221 Massachusetts Avenue NW
Washington, DC 20005
(Ward 2)

for reappointment as a public member of the Commission on Fashion Arts and Events, for a term to end April 15, 2022.

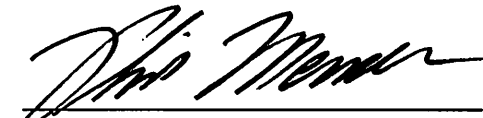
Enclosed you will find biographical information detailing the experience of Mr. Hoyle, together with a proposed resolution to assist the Council during the confirmation process.

I would appreciate the Council's earliest consideration of these nominations for confirmation. Please do not hesitate to contact me, or Steven Walker, Director, Mayor's Office of Talent and Appointments should the Council require additional information.

Sincerely,

A handwritten signature in black ink that reads "Muriel Bowser".

Muriel Bowser


Chairman Phil Mendelson
at the request of the Mayor

A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

Chairman Phil Mendelson, at the request of the Mayor, introduced the following resolution,
which was referred to the Committee on _____.

To confirm the reappointment of Mr. Kristopher Johnson-Hoyle to the Commission on Fashion
Arts and Events.

RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this
resolution may be cited as the "Commission on Fashion Arts and Events Kristopher Johnson-
Hoyle Confirmation Resolution of 2018".

Sec. 2. The Council of the District of Columbia confirms the reappointment of:

Mr. Kristopher Johnson-Hoyle
1221 Massachusetts Avenue NW
Washington, DC 20005
(Ward 2)

as a public member of the Commission on Fashion Arts and Events, in accordance with the
Commission on Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008
(D.C. Law 17-148; D.C. Official Code § 3-651), and section 2 of the Confirmation Act of 1978,
effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), for a term to end
April 15, 2022.

Sec. 3. The Council of the District of Columbia shall transmit a copy of this resolution, upon its
adoption, to the nominee and to the Office of the Mayor.

Sec. 4. This resolution shall take effect immediately.



KJ-H

KRISTOPHER JOHNSON-HOYLE

MANAGER & SENIOR EDITOR

OBJECTIVE

Experienced manager and editor responsible for building teams, planning content, and developing the publishing schedule for Raine Magazine.

Seeking to leverage my technical expertise and interpersonal skills to achieve new goals and create expanded opportunities in the creative arts.

SKILLS

- Content management
- Web content development
- Social media strategy
- Marketing
- Copywriting/editing
- Corporate blogging
- Project management
- Layout design
- Photo editing
- Leader
- Detail oriented

EXPERIENCE

SENIOR EDITOR • RAINE MAGAZINE • OCT 2013 – CURRENT

- Developed original content for each issue
- Managed workflow to ensure print deadline
- Oversaw design process and provided artistic direction
- Maintained close relationships with publicists to ensure a robust talent pipeline for inside features
- Managed/directed production of photoshoots to guarantee integrity and a consistency of vision in Raine Magazine

CHAIRMAN • COMMISSION ON FASHION ARTS & EVENTS • JAN 2016 CURRENT

- Advise the mayor on programs and initiatives to promote Washington, DC as an emerging market for the fashion and beauty industry
- Planned, developed, and directed marketing efforts including expanding the Commission's social media presence
- Conceptualized strategic initiatives and implemented various campaigns to promote The Commission on Fashion Arts & Events
- Partnered with Dupont Underground and The National Cherry Blossom Festival to host a signature fashion show to promote rising designers
- Lead successful fundraising efforts through partnerships and signature events

SOCIAL MEDIA MANAGER • KAO PAO SHU • DEC 2012 – OCT 2013

- Managed all social media accounts
- Created social media graphics for daily postings
- Developed media strategy to increase Kao Pao Shu's social presence
- Served as liaison at leading trade shows, MAGIC and Coterie to enhance brand and educate buyers
- Copywriter for campaigns and seasonal collection



LKRISJOHNSON@LIVE.COM



202-341-2461



KRISTOPHER JOHNSON-HOYLE

MANAGER & SENIOR EDITOR

EXPERIENCE

MEN'S EDITOR • MAKEUP GIRL DIGITAL • MAR 2010 – OCT 2012

- Worked with PR brands to identify and review new trends in men's skincare
- Attended trade show events to discover emerging men's skin care brands for online features
- Content manager during NYFW to interview designers and creative teams for online features

OPERATIONS MANAGER • UNIVERSAL GEAR • FEB 2004 – MAR 2010

- Hired qualified candidates to fulfill roles within the organization
- Reconciled time sheets and worked closely with accounting on payroll issues
- Reviewed purchase orders from retail vendors for accuracy of shipped goods
- Processed return authorizations
- Worked closely with visual merchandising team to create brand messaging, windows changes, and in-store moves

EDUCATION

COMPUTER INFORMATION SYSTEMS • JOHN TYLER COMMUNITY COLLEGE

Completed 30 credits toward Bachelor of Computer Information Systems 1999-2001

VOLUNTEER WORK • PERSONAL STATEMENT

Starting the fourth quarter of 2017, I began volunteering at a local health clinic to support their outreach initiatives, including registering people for free health screenings and educating the public on the other services offered at the clinic.

I feel that it is important to give back and maintain an on-going dialogue with members of the community. Other organizations that I have volunteered with include Meals on Wheels and The Jewish Community Center of DC.



LKRISJOHNSON@LIVE.COM



202-341-2461



Executive Office of the Mayor - Office of Talent and Appointments
John A. Wilson Building | 1350 Pennsylvania Avenue, Suite 600 | Washington, DC 20004

Kristopher Johnson-Hoyle



Kristopher Johnson-Hoyle, current Chairman of the Commission on Fashion Arts and Events, is the Managing Editor at *Raine Magazine*.

Mr. Johnson-Hoyle has worked extensively throughout the fashion industry for over a decade as a retailer, editor, stylist and photographer. In his early 20's, he worked in fashion retail as the operations manager for Universal Gear, a men's boutique in Washington, DC. During his time there, he worked diligently to market the brand to drive sales and increase customer retention. After working in retail and building a foundation for business entrepreneurship, Mr. Johnson-Hoyle was hired by *The Makeup Girl*, a popular website dedicated to men's and women's beauty brands. During his tenure at *The Makeup Girl*, he was tasked with writing informative articles highlighting beauty products and services for men.

Presently, Mr. Johnson-Hoyle serves as the senior editor at *Raine Magazine*, an international fashion/style publication that celebrates the achievements of entrepreneurs in the creative industries. As Senior Editor, he works closely with the editor in chief to oversee the design of the publication. In addition to coordinating the work product submitted by section editors and graphic designers, Mr. Johnson-Hoyle works closely with national and international publicists to secure talent for sections, writes and edits copy, and helps to manage the day to day operations of the magazine.

A Ward 2 resident, Mr. Johnson-Hoyle studied Computer Information Science at John Tyler Community College.



GOVERNMENT OF THE DISTRICT OF COLUMBIA
Executive Office of Mayor Muriel Bowser



Office of the General Counsel to the Mayor

To: Alana Intrieri, Steve Walker
From: Betsy Cavendish
Date: March 2, 2018
Subject: Legal sufficiency review of Resolution nominating Le'Greg O. Harrison, Kristopher Johnson-Hoyle, and Lanaysha B. Jackson to the Commission on Fashion Arts and Events

This is to Certify that this office has reviewed the above-referenced Resolution and found it to be legally unobjectionable. If you have any questions in this regard, please do not hesitate to call me at 202-724-7681.

A handwritten signature in cursive script that reads 'Elizabeth A. Cavendish'.

Elizabeth Cavendish