



MURIEL BOWSER
MAYOR

April 25, 2024

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 section 2 of 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 individual:

Ms. Jamila Galloway
Gallatin Street, NW
Washington, DC 20011
(Ward 4)

for appointment as a member of the Commission on Fashion Arts and Events, filling a vacant seat formerly held by Mariessa Terrell, for the remainder of an unexpired term to end April 9, 2025, and for a subsequent term to end April 15, 2029.


Enclosed, you will find biographical information detailing the experience of the above-mentioned nominee, together with a proposed resolution to assist the Council during the confirmation process.

I would appreciate the Council's earliest consideration of this nomination 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
Mayor


Chairman Phil Mendelson
at the request of the Mayor

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6 A PROPOSED RESOLUTION
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10 IN THE COUNCIL OF THE DISTRICT OF COLUMBIA
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15 To confirm the appointment of Jamila Galloway to the Commission on Fashion Arts and Events.
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17 RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, that this
18 resolution may be cited as the “Commission on Fashion Arts and Events Jamila Galloway
19 Confirmation Resolution of 2024”.

20 Sec. 2. The Council of the District of Columbia confirms the appointment of:

21 Ms. Jamila Galloway
22 Gallatin Street, NW
23 Washington, DC 20011
24 (Ward 4)
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27 as a member of the Commission on Fashion Arts and Events, established by section 2 of the
28 Commission on Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008
29 (D.C. Law 17-148; D.C. Official Code § 3-651), filling a vacant seat formerly held by Mariessa
30 Terrell, for the remainder of an unexpired term to end April 9, 2025, and for a subsequent term to
31 end April 15, 2029.

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

34 Sec. 4. This resolution shall take effect immediately.

Chairman Phil Mendelson
at the request of the Mayor

A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

To confirm the appointment of Jamila Galloway 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 Jamila Galloway Confirmation Resolution of 2024”.

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

Ms. Jamila Galloway
Gallatin Street, NW
Washington, DC 20011
(Ward 4)

as a member of the Commission on Fashion Arts and Events, established by section 2 of 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), filling a vacant seat formerly held by Mariessa Terrell, for the remainder of an unexpired term to end April 9, 2025, and for a subsequent term to end April 15, 2029.

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.

Jamila D. Galloway

Vice President of Marketing Profile

Highly accomplished and forward-thinking professional with 15+ years stellar record of success working with non-profit and corporate organizations.

Recognized for leading the creation and execution of organization's strategy for events and involvements, building new tactics, and organizing campaigns. Expert in improving efficiency, profitability and growth by leading business initiatives and executing plans. Talent for optimizing the productivity of sizeable marketing teams with innovative training programs, hands-on coaching, and leadership by example. Well-versed in increasing engagement strategy, planning and executing high-profile candidate events, training, seminars, conferences, and meetings. Eloquent communicator with exceptional interpersonal, organizational, and leadership skills. Technically proficient in Google Suite, Microsoft Office Suite, Asana, and Salesforce.

Areas of Expertise

- Brand Partnerships
- Relationship Building
- Business Development
- Multi-channel Marketing
- Budget Planning and Allocation
- Brand Development
- Brand Positioning & Development
- Workforce and Resource Planning
- Marketing Collateral Development
- Long Term Goals Strategic Planning
- Go-to-Market Plans
- Social Media Optimization
- Content Creation and Curation
- Web Analytics
- Marketing Campaigns Management

Career Experience

Planned Parenthood Federation of America – New York, NY
Vice President, Content Innovation

2020 – Present
March 2022 - Present

Responsible for the ideation and implementation of digital content and distribution strategies across the organization. Oversee and shape new content initiatives that combat stigma of sexual and reproductive health services, especially abortion, and amplify the stories of providers, patients, SRH services and education. Oversee content creator development, services, and growth programs for emerging content platforms.

- Led and launched the **Tik Tok influencer collective** for Planned Parenthood Federation of America. This was our first long standing content creator partnership. The collective significantly contributed to the growth of our Tik Tok channels that amassed 110k followers in less than a year.
- Ideated and led the launch of our first News Content series in partnership with BuzzFeed Media and Huffington Post. The series included 8 episodes focused on the state abortion bans. Each episode reached nearly **50M people** with a **click through rate of 1.0%**.
- Grew the social team from a headcount of 6 to 10, **+66% to LY** through workforce planning and strategic goal alignment. As a result, we have been able to provide more a more robust social strategy to support our 3 focus areas: advocacy, health marketing and education, and brand mission.
- Grew the division's paid media budget from **5M to 11M, + 120% to LY** by doing a deep analysis into competitive external paid media spends.
- Oversaw the culture, creative and event teams to conceptualize and produce a 2-day Planned Parenthood / *Stand with Black Women* House that served as an avenue to educate, empower, and organize Black women in the fight for sexual and reproductive rights during the 2022 Essence Festival. The event resulted in **710 new supporters, 298 volunteers** (75 local to New Orleans), and social media reach of **1.4M**.

Managing Director, Communications and Culture

2020 – 2022

Oversaw various departments, including Media, Brand and Culture, and Digital Content and Campaigns for the Communications and Culture section of the organization. Administered daily tasks and services of large, fast-paced, and complex division to ensure seamless operations. Assisted in the recruitment, performance management, restructuring, coaching, training, employee engagement, and special projects by liaising with multi-functional teams and departments.

- Increased brand awareness in the United States by managing **Latinx programmatic strategy** and building a Latinx brand campaign that launched in June of 2022. The campaign targeted Spanish-speaking women and non-binary folks, ages 18-40 and resulted in **15M impressions** across key markets: Chicago, Phoenix, Orlando, and Tampa/St. Petersburg.
- Spearheaded the Federation's Content Engine development, which included establishing a **BIPOC influencer network**, launching a Health and Education blog, and expanding social media presence.
- Led agile goal setting, **annual budgeting of \$42M** to ensure division's priorities fit with National Office FY23 strategies. FY23 budget resulted in a **180% increase** to prior FY.

Oversaw and managed internal and external teams in developing and implementing marketing programs that met and exceeded consumer needs. Responsible for building brand awareness, increasing market share, driving consumer engagement, managing brand growth, and achieving revenue goals across key strategic accounts and global markets.

- Saved **20% in expenses** against the previous fiscal year by onboarding a third-party creative agency to develop digital content.
- Created and implemented a 12-month 360 marketing strategy that included product launches, collaborations, and culturally significant events.
- Drove revenue by identifying and leveraging product and category growth opportunities with key wholesale accounts Bloomingdale's, Saks Fifth Avenue, Revolve, and Nordstrom.
- Successfully executed the **"Everyday Heroes" Spring 2020 brand campaign**, which helped solidify company position as a go-to source for tees, tracksuits, and shorts among consumers.

Designed and implemented regional omni-channel marketing strategies that included digital, print, direct mail, and event campaigns for an international apparel brand with a \$4M annual budget. Conducted in-depth research and competitor analysis to identify emerging consumer trends, such as pricing volatility, product segmentation, exclusivity, and collaborations.

- Augmented **conversion rates by 10%** in new areas through initiation of "Recycle Your Jeans" client acquisition program.
- **Drove \$11.5M in net sales** by building and launching two exclusive collections as a result of working closely with wholesale and design team.
- **Generated \$50M in net sales** through high-profile B2B partners, including \$12M from Macy's by implementing an integrated marketing approach.
- Created the first G-Star LIVE experience program, resulting in **increasing sales by 20%** and **website traffic by 38%**, and is now a global campaign.
- Directed the planning and execution of global launches in collaboration with key partners, such as **Pharrell Williams X25** Collection, ComplexCon, Hypefest, and **Jaden Smith** Forces of Nature while managing a two-member PR team.

Oversaw two-person marketing team at footwear, sports, and casual apparel manufacturer and retailer, with responsibility for devising and executing multichannel marketing strategies, generating \$50M in wholesale revenue. Managed \$11M annual budget to ensure effective allocation of resources for special events, global environments, shop-in-shops, and promotions.

- Secured \$150K buy-in from Macy's to launch fitness challenges to elevate customer engagement across 5k Macy's employees.
- Successfully **produced 1,100 new visual touchpoints** for digital and in-store ads without facing legal problems due to celebrity involvement.
- Created integrated marketing campaigns for apparel, footwear, and accessories that aided in the deployment of **150 shop-in-shop** concepts across key accounts, resulting in a 7% increase in channel sales.

Additional Experience

Senior Manager of Trade & Product Marketing, MAKE UP FOR EVE

Brand Partnership Manager for Luxury Businesses, Macy's

Style Curator & Senior Buyer, DrJays.com

Education

Bachelor of Arts in Communication
Trinity University, Washington, DC



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

Jamila Galloway



Ms. Jamila Galloway was born and raised in Silver Spring, Maryland. She currently resides in Washington, DC and serves as the Vice President of Content and Culture with Planned Parenthood Federation of America. Over the past 15 years, Jamila has worked in a number of capacities in exploring myriad interests, including fashion editing, retail buying, and brand marketing. The common thread of Jamila's exploration has been a central focus on women empowerment, race and gender equality, and inclusivity. This is a reflection of her upbringing and an education that celebrated a new age in women visibility and voice.

In both her personal and professional life, Jamila lives by the philosophy "set a goal, accomplish it, and move on to the next goal". This approach has created a high level of accountability and activity in pursuing areas that reflect her passions. Jamila's current goals are centered around advocating career advancement for persons of color and promoting personal, family, and community wealth through investment.

A Ward 4 resident, Ms. Galloway earned her Bachelor of Arts in Communication from Trinity University.



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



Office of the General Counsel to the Mayor

To: Tomas Talamante, Steve Walker
From: Betsy Cavendish
Date: April 10, 2024
Subject: Legal sufficiency review of Resolutions nominating Jamila Galloway and Maude Okrah as members of the Commission on Fashion Arts and Events

This is to Certify that this office has reviewed the above-referenced resolutions and found them to be legally unobjectionable. If you have any questions in this regard, please do not hesitate to call Erika Satterlee, Deputy General Counsel, Executive Office of the Mayor, at 202-724-1303, or me at 202-724-7681.

A handwritten signature in black ink that reads 'Elizabeth A. Cavendish'. The signature is written in a cursive style.

Elizabeth A. (Betsy) Cavendish