



REQUEST FOR APPOINTMENT

DATE

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT
TO: HISTORICAL ARCHITECTURAL REVIEW BOARD

NAME: ELLEN ROBERTS

HOME
ADDRESS: 29 N. FULTON STREET, A'TOWN 18102

BUSINESS
ADDRESS: N/A

TELEPHONE NO. (RESIDENCE) 610-657-9295 BUSINESS N/A

EMAIL: ellenroberts@rcn.com

PRESENTLY EMPLOYED
BY: RETIRED

JOB
TITLE: _____

EMPLOYMENT
(Prior): FRIENDS OF THE ALLENTOWN PARKS

EDUCATION:
HIGH SCHOOL GRADUATE: ☒ YES ☐ NO
COLLEGE OR UNIVERSITY GRADUATE ☒ YES ☐ NO
DEGREE/FIELD OF STUDY HISTORY / FRENCH

CURRENT MEMBERSHIP IN ORGANIZATIONS AND
OFFICES: _____

WEST PARK CIVIC ASSOCIATION
GRACE EPISCOPAL CHURCH (CLERK OF VESTRY)
ALLIANCE FRANÇAISE

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES

HELD:

HABITAT FOR HUMANITY OF L.V.
BOARD MEMBER / PR CHAIR
CO-FOUNDER / PRESIDENT LIBRARY AREA
NEIGHBORHOOD ASSOC. (LANA)

DO YOU LIVE IN THE CITY OF ALLENTOWN: ☒ YES ☐ NO

HAVE YOU EVER BEEN ARRESTED?

NO

IF SO, WHY?

DO YOU HAVE A SIGNIFICANT "BUSINESS" OR "PROPERTY" INTEREST IN ALLENTOWN? PLEASE EXPLAIN:

I LIVE NEAR WEST PARK & AM
ACTIVELY INVOLVED IN WPCA. MY
PROPERTY IS OWNER-OCCUPIED 2-UNIT
RESIDENCE (BUSINESS PROPERTY).

ARE YOU A REGISTERED VOTER: ☒ YES ☐ NO

WHY ARE YOU INTERESTED IN THIS APPOINTMENT? BE SURE TO INCLUDE WHAT VALUE YOU WILL BRING TO THE BOARD:

I HAVE A LIFE-LONG INTEREST IN
HISTORICAL PROPERTIES AND PRESERVING
THEIR UNIQUE CHARACTER. I HAVE LIVED IN
SEVERAL OLD HOMES (ONE A 1752 FARMHOUSE)
DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER
OF AN AUTHORITY, BOARD OR COMMISSION: ☐ YES ☒ NO (over)

IF YES,
EXPLAIN:

IF YOU ARE BEING CONSIDERED FOR REAPPOINTMENT, PLEASE INDICATE
HOW MANY TERMS YOU HAVE SERVED _____ AND THE YEAR YOU
WERE FIRST APPOINTED N/A.

NOTE: This information will be used for making appointments to authorities, boards and
commissions and in the event you are appointed/reappointed, it may be used as a
news release to identify you to the community.

Ellen S. Roberto
Signature

4/24/15
Date

Please forward this request for appointment, along with a resume to:

City Council's Office
City Hall
435 Hamilton Street
Allentown, PA 18101

ELLEN ROBERTS

**29 North Fulton Street
Allentown, PA 18102
ellenroberts@rcn.com
610-657-9295**

Communications Professional

Excellent written and oral communication skills, strong organizational and project-management ability, effective interpersonal skills and personal commitment to promoting organizational goals.

2010 – 2014 FRIENDS OF THE ALLENTOWN PARKS

Program Administrator

Coordinated membership, volunteer and memorial programs; assisted executive director with fund-raising and public relations activities; created publications, marketing materials and web copy; recorded board minutes; recruited and supervised interns and volunteers.

2006 – 2010 MARKETING PARTNERS

Copywriter/Editor

Wrote and edited marketing materials including newsletters, brochures, direct-mail pieces, web copy, ads and news releases; collaborated on award-winning promotional projects that increased clients' profitability, name recognition and membership goals.

2004 – 2006 BAUM SCHOOL OF ART

Communications Coordinator

Assisted development director in fund-raising activities including preparation of grant proposals, coordination of special events and donor recruitment; assisted educational director with creation of marketing materials, news releases, correspondence and advertising campaigns.

1998 – 2001 BATES ASSOCIATES (ATLANTA)

Public Relations Account Manager

Managed clients' public relations activities by producing newsletters, marketing materials, brochures, advertisements, reader surveys and news releases; coordinated special events; oversaw media placement and tracked resulting coverage.

1991 – 1998 WORDWRIGHT

Freelance Writer

Researched, wrote and edited newsletters, brochures, magazine articles, ad copy and marketing materials for local corporate, educational and not-for-profit clients.

1987 – 1991 LEHIGH COUNTY

Public Information Director

Directed public information function for county government, including media relations, newsletters and promotional materials; managed speakers' bureau and informational campaigns.

1984 – 1987 QUAKERTOWN FREE PRESS

News Reporter and Feature Writer

Reported on municipal, political and community news for daily regional newspaper; developed human interest stories; wrote columns; served as community news editor.

ELLEN ROBERTS

EDUCATION

WILSON COLLEGE, Chambersburg, PA
Bachelor of Arts – History/French

CEDAR CREST COLLEGE, Allentown, PA
Certification – Advanced French-English Translation

COMMUNITY

West Park Civic Association – special events and garden maintenance volunteer

SERVICE

Grace Episcopal Church – vestry member and clerk, pastoral care and garden volunteer

Habitat for Humanity – former board member/public relations chair

Alliance Française – participant in French cultural and linguistic organization