Memorandum

MIAMI-DADE COUNTY

Date: May 28, 2015

To: Honorable Chairman Jean Monestime
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

Subject: Mayoral Appointment – Director of Community Information and Outreach Department

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Pursuant to the authority vested in me under the provisions of Section 2.02-C of the Miami-Dade County Home Rule Charter, effective immediately, I hereby appoint Ms. Inson Kim as the Director of the Community Information and Outreach Department.

Ms. Kim began her County career at the Miami-Dade Aviation Department in May 2000 as a public information officer. As an integral part of MIA's media relations team, she managed the redesign of the airport's website and worked extensively with local and national news outlets, especially in the aftermath of September 11, 2001. Her promotion to Advertising and Promotions Coordinator led to Ms. Kim overseeing the development and implementation of promotional campaigns for MIA.

Since 2005, Ms. Kim has been an invaluable member of my staff. She served as my Senior Policy Analyst during my 7-year tenure as District 7 Commissioner. During this time, she was instrumental in analyzing, evaluating, and formulating policy that benefited not only the constituents of District 7, but also our entire County. In that role, she worked extensively with all County Departments and the County Attorney's Office, and also oversaw my office's media relations functions and handled constituent issues.

When I was elected Mayor in July 2011, Ms. Kim was appointed Director of Policy and Legislative Affairs. In this role, Ms. Kim was responsible for managing all of my legislative priorities and strategies. She served as the primary liaison with my senior leadership team and all 25 administrative departments, while also working with the Director of Communications and Chief of Staff. In 2012, Ms. Kim served as the point person during the Charter Review Task Force process.

In November 2014, Ms. Kim was promoted to her current position as the Director of Intergovernmental and External Affairs in the Department of Regulatory and Economic Resources. In this capacity, she is responsible for all legislative and intergovernmental activities, and the Department's internal and external communications.

Throughout her career with Miami-Dade County, Ms. Kim has continued to succeed as she has grown in responsibility. With her knowledge, skill sets, and work ethic, I have full confidence that Ms. Kim will successfully lead the Community Information and Outreach Department.

Attached for your information is Ms. Kim's resume.

c: Honorable Harvey Ruvin, Clerk
R. A. Cuevas, Jr., County Attorney
Department Directors
Office of the Mayor Senior Staff
Christopher Agrippa, Clerk of the Board
Eugene Love, Agenda Coordinator
Charles Anderson, Commission Auditor

INSON KIM

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PROFESSIONAL EXPERIENCE

MIAMI-DADE COUNTY

DEPT. OF REGULATORY AND ECONOMIC RESOURCES (RER)
Director of Intergovernmental and External Affairs *Nov. 2014–Present*

As a member of the Department Director's Senior Staff, manage all legislative and intergovernmental activities and supervise a coordinated internal and external communications strategy in order to enhance the department's ability to meet its regulatory and economic development goals.

- Direct all RER legislative and intergovernmental activities, including oversight of agenda items; manage the agenda process; responsible for liaison activities with the Office of the Mayor, Board of County Commissioners, State of Florida, and the federal government. Provide analysis and inform legislative and departmental policy decision making and strategic planning.
- Manage all media communications, public affairs, and public information requests, including coordination of media opportunities, news releases, public relations campaigns, social media campaigns, incident management, press conferences, website and social media content oversight, and public statements.

OFFICE OF MAYOR CARLOS A. GIMENEZ
Director of Policy and Legislative Affairs *July 2011–Nov. 2014*

As a member of the Mayor's Senior Executive Staff, maintained a thorough understanding of the Mayor's strategies, priorities, and administration as well as the issues that impact the County and its departments. Functioned as the Mayor's primary liaison for the County's 25 administrative departments, through five Deputy Mayors and a Senior Advisor, for all legislative items. Collaborated with members of the Mayor's Senior Executive Staff to develop and implement strategic initiatives to advance the Mayor's agenda.

- Supervised the Policy and Legislative Affairs division of the Office of the Mayor.
- Analyzed and provided guidance for legislative initiatives and items.
- Researched, formulated and composed Mayoral veto messages.
- Collaborated with Director of Communications, Director of Constituent Affairs & Outreach and their staffs to handle public affairs issues arising from policies and strategies.
- Worked with media to advocate legislative policies and strategies.
- Mayor's point person to the 2012 Charter Review Task Force.
- Liaison to the Board of County Commissioner's Office of the Chair.

OFFICE OF COMMISSIONER CARLOS A. GIMENEZ
Senior Policy Analyst/Commission Aide *Jan. 2005–June 2011*

Policy/Legislation

- Analyzed and evaluated agenda items and legislative issues; initiated policy as needed.
- Consulted with county attorneys to formulate legislation on behalf of the Commissioner.
- Worked with departments to resolve Commissioner's issues and questions.

Media Relations

- Communicated with national and local media outlets and journalists.
- Set up interviews, handled logistics, did background research and follow-up.
- Wrote speeches, editorials, press releases, policy/position papers, etc.

Constituent Affairs/Community Outreach

- Liaison between the Commissioner and constituents.
- Represented Commissioner at district meetings and events.
- Worked with municipalities within District 7 to address issues, initiatives and projects.

AVIATION DEPARTMENT
Advertising and Promotions Coordinator *Aug. 2004–Jan. 2005*

- Planned, organized and coordinated advertising for the Miami-Dade Aviation Department.
- Promoted the economic development efforts of the Aviation Department and its concessionaires through implementation of promotional campaigns.
- Conferred with departmental divisions to evaluate their advertising needs and conceptualize promotional materials, including print advertising, video and/or radio messages.
- Directed the production of promotional materials.
- Supervised activities of the Miami International Airport radio station, including creation and production of all announcements.

Information Officer *May 2000–Aug. 2004*

- On-call 24 hours a day to assist media on the coverage of aviation-related incidents.
- Supervised long and short-term projects as assigned by Manager of Public Affairs.
- Functioned as official spokesperson for the Aviation Department.
- Wrote speeches for Aviation Director, including annual State of the Port address.
- Managed the redesign of the Aviation Department website.
- Represented Aviation Department at County's Emergency Operations Center during Countywide emergencies.

MASS MEDIA ENTERPRISES
Assistant Editor *Oct. 1998–May 2000*

- Coordinated editorial and production for three monthly community newspapers.
- Planned content, assigned articles, reviewed and edited submissions, wrote feature stories.
- Proofread and approved page layout and final page proofs.

LANGUAGE INSTITUTE FOR ENGLISH *Oct. 1997–Oct. 1998*
International Student Advisor

CHRISTIAN COMMUNITY SERVICE AGENCY *March–Oct. 1997*
Program Assistant

SEIK INC., USA (Import/Export) *1994–1996*
Assistant Manager

TECHNO AMERICAN NATIONAL GROUP INC. *1993–1994*
Administrative Assistant

MIAMI MILE COMPANY, INC. *1992–1993*
Race Assistant

METRO-DADE COUNTY *1992 (Summer)*
DEPARTMENT OF HUMAN RESOURCES
Job Training Counselor

COMMUNITY INVOLVEMENT

Children's Trust, board member
Vizcaya Museum and Gardens Trust, board member
Georgetown University, Alumni Admissions Program

EDUCATION

Georgetown University, Washington, D.C.
Bachelor of Arts, English
1991