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Mount Sinai, New York 11766  
(631) 413-8203  
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City of Palm Coast  
160 Lake Avenue  
Palm Coast, Florida 32164

January 2, 2019

Dear Mayor Holland and Members of the City Council,

For the past eighteen years of my professional life, I have had the pleasure of helping to shape opinions and attitudes in an effort to improve bottom lines, lives and my community. Specifically, over the past decade and a half I've had a unique opportunity to engage policy makers, journalists and members of the public on the multitude of issues that face the Greater New York metropolitan region while serving as both a Legislative Aide and Director of Communications. At the heart of my service has been an unparalleled ability to effectively communicate with all stakeholders while building relationships that ensure my office's message is appropriately disseminated. Given the opportunity, I believe these skills combined with my previous service in the marketing field will prove to be an asset for the residents Palm Coast, whom include close family members.

Serving as the City Manager I can seamlessly transition the competencies that I have acquired throughout my career in messaging, community relations and governmental service to steward the City Council's engagement strategies with its workforce, other municipalities and its residents. In 2006, I was appointed to the post of Director of Communications for a high ranking member of the Suffolk County Legislature because of my proven ability to manage both the office's policy initiatives and its messaging. In my role, serving under two different elected officials in America's largest suburban county that includes over 900 miles of shoreline and has a \$78.5 billion gross domestic product, I have been responsible for researching, reviewing and crafting legislation then developing and executing comprehensive constituency outreach plans that support these initiatives.

Overseeing all communications originating from my office which represents over 80,000 residents, I draft all press releases, newsletters, e-newsletters, advertisements, reports, print publications, letters to the editor and web content; coordinate press conferences and media interviews; serve as the elected official's spokesperson; write speeches and develop talking points for an elected official; represent an elected official at public meetings and events; pitch story ideas to local and regional media outlets and organize more than 10 public events and forums per year. Additionally, I provide strategic communications counsel to the elected officials I represent and am personally charged with translating complex policy details into understandable concepts that create interest among other elected officials, members of the media and constituents. In sum, my eighteen years of communications experience gained in both marketing and governmental service has well equipped me for this challenge.

While my experience to this point has been solely within the legislative branch, I know my role as a member of the Majority Leader's staff will allow me succeed in this dynamic environment since much of my duties includes direct work on policies, budgets and with department heads. As a résumé cannot always speak for itself, I look forward to meeting with you to discuss how my career in support of two of New York's most respected elected officials can serve Palm Coast and its residents in realizing their vision for the future of this city.

Sincerely,  
  
Seth Squicciarino

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## SETH A. SQUICCIARINO

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### SENIOR COMMUNICATIONS, PUBLIC AND GOVERNMENTAL RELATIONS PROFESSIONAL

A creative and seasoned point person entrusted to interface with members of the public, elected officials and the media by companies and governmental leaders dependent upon maintaining a positive, professional and polished image.

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### PROFESSIONAL EXPERIENCE

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SUFFOLK COUNTY LEGISLATURE, HAUPPAUGE, NY

2/2006 to present

#### Director of Communications

Since 2006, I have served with two different elected officials in America's largest suburban county managing both the office's policy initiatives and messaging with all stakeholders through thoughtfully developed media plans, press releases, prepared remarks, speeches, newsletters, reports, letters to the editor, opinion pieces, web content and social media messages. Additionally, I am personally charged with highlighting these important priorities to other elected officials, members of the press and constituents.

#### Key responsibilities and achievements include:

- Overseeing the production of all written and printed materials for an elected official who represents over 80,000 residents.
- Developing and implementing communications plans that engage diverse constituencies, reporters, and interest groups.
- Writing speeches, prepared remarks and "talking points" for all functions attended by an elected official.
- Writing and distributing between 15 and 30 press release per year.
- Pitching stories to local and regional media outlets in the nation's largest media market.
- Providing in-depth legislative research on local, regional, statewide and national policies.
- Organizing press conferences; preparing press packets and briefing members of the media on legislative initiatives and priorities.
- Suggesting, researching, drafting, filing and tracking approximately 150 legislative bills per year sponsored and co-sponsored by the elected official I serve.
- Designing a monthly electronic newsletter distributed to approximately 2,500 constituents, community organizations and business leaders.
- Preparing and coordinating legislative committee agendas and meetings.
- Serving as the spokesperson for a public official.
- Issuing statements to local and regional media on positions held by an elected official.
- Developing content for the governmental and political websites of an elected official.
- Representing an elected official and the Suffolk County Legislature at various community events.
- Writing byline articles, letters to the editor and op-ed pieces.
- Preparing bi-month caucus briefings that analyze and explain each of the over 2,100 bills introduced each year within the Legislature.
- Serving as an in-house graphic designer for all web and print projects, including the Suffolk County Parks Passport program.
- Drafting, designing and publishing reports to the Legislature.

Suffolk County Legislature, Hauppauge, NY  
**Legislative Aide I**

1/2005 to 2/2006

While serving in this role I focused primarily on advancing my office's legislative priorities through in-depth policy research and analysis. To support the office's agenda I prepared and developed reports, white papers, presentations and outreach strategies on major initiatives.

**Key responsibilities and achievements included:**

- Suggesting, researching, drafting, filing and tracking new legislation.
- Preparing and coordinating legislative committee agendas and meetings.
- Providing legislative research on local, regional, statewide and national policies for an elected official.

SUFFOLK COUNTY LEGISLATURE, HAUPPAUGE, NY  
**Legislative Assistant**

9/2003 to 1/2005

During my tenure as a Legislative Assistant, I managed the administrative duties within my office. This included scheduling meetings, appointments and events for an elected official and other staff members. Additionally, I was responsible for fielding and resolving constituent issues and concerns.

**Key responsibilities and achievements included:**

- Managing the administrative duties of the district office, including its intern program.
- Overseeing the schedule of a busy elected official.
- Fielding and resolving constituent issues, questions, comments and concerns.

WHELAN'S INTERNATIONAL, RONKONKOMA, NY  
**Regional Account Manager**

4/2003 to 9/2003

In this role, I serviced the scheduled and emergency maintenance needs of corporate clients within my assigned regions located in the central and western United States and all of Canada.

**Key responsibilities and achievements included:**

- Scheduling reoccurring and emergency services for clients.
- Negotiating with vendors and sub-contractors to ensure prompt, cost effective and accurate service.
- Addressing any questions or concerns that my clients had.

HD COMMUNICATIONS CORP., RONKONKOMA, NY  
**Sales and Marketing Associate**

5/2000 to 4/2003

While serving in this position, I promoted the company's wireless communications product lines in order to attract new clients and potential leads for its sales division.

**Key responsibilities and achievements included:**

- Interacting with senior management on a daily basis regarding current marketing strategies.
- Compiling and drafting informational material for use by sales representatives, in brochures and on the company web site.
- Preparing quarterly reports of product sales, inventory and future growth projections for each division within the firm.

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**EDUCATION AND TECHNICAL PROFICIENCIES**

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Bachelor of Arts in Social Sciences (2000)  
SAINT JOSEPH'S COLLEGE, PATCHOGUE, NY

**Technical Skills**

**Software**

Adobe Creative Suite (including: After Effects, Contribute, Dreamweaver, Illustrator, Indesign, Photoshop and Premiere Pro), Google (including: Analytics, Docs, Drive, Forms, Gmail, Hangouts, Sheets and Voice), MailChimp - Email Marketing Platform (for non-governmental/political campaign outreach), HTML, HTML5, JQuery, Microsoft Office Suite (including: Access, Excel, PowerPoint Visio and Word), Microsoft Publisher, website development, video editing

**Grants**

Administration and coordination of Suffolk County's Omnibus and Community Support Initiative grant programs.

**Budgetary**

Detailed analysis of Suffolk County's \$3.11 billion annual operating budget. Review of an approximate \$285 million annual capital program and funded projects.

**Fundraising**

Serve as the Treasurer for two "Authorized Committees" as defined under NYS Election Law. Developed and planned over 40 fundraising events, directly overseeing guest lists, invitation wording and design, solicitation letters, the hiring of vendors, venue selection, "day-of" event details and making payments to all vendors. I, additionally, recruit new donors and provide outreach to existing supporters to help ensure that fundraising goals are met within budget.