



CITY OF FORT PIERCE

100 NORTH US HWY 1
FORT PIERCE, FLORIDA 34950
(772) 467-3065 FAX (772) 467-3841

APPLICATION FOR APPOINTMENT/REAPPOINTMENT

Sunrise Theatre Advisory Board

Name of Board or Boards for which you are applying: _____

Name: Cheryl Ferreira		Phone: 941 266 0270 (cell)	
Home Address: 327 Seahorse Terrace, Fort Pierce, FL 34982		How long at this address? 2 years	
City/Zip Code:			
Are you a citizen of the United States? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
Occupation: Retired Marketing Director			
Do you own a business that operates within the City of Fort Pierce? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, list the address and nature of said business:			
Do you now or in the future plan to do business with the City of Fort Pierce? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, in what capacity?			
Are you employed by a business that is located within the City of Fort Pierce? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, state the business and location:			
Do you have special training or knowledge in the area of: Architecture: <input type="checkbox"/> Yes <input type="checkbox"/> No Engineering: <input type="checkbox"/> Yes <input type="checkbox"/> No Real Estate Brokering: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Contracting: <input type="checkbox"/> Yes <input type="checkbox"/> No Land Development: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Other: _____ Describe your education, background, training and knowledge – (feel free to attach a resume): <small>To fully understand the depth of my involvement in theatre, you must go way back to when I was a teenager. I was hired as an Usher and Stage Apprentice by the world famous Kenley Players in Columbus Ohio. As such I worked both the front and the back of the house and was honored to meet a number of then-famous celebrities such as Jack Carson and Betty White (in Take Me Along), Hugh O'Brien (in Destry Rides Again), Yul Brynner (The King and I), Mae West (starring in the vanity-play Sextette) and many others. Most of my adulthood was spent in Massachusetts and Florida where I was an avid attendee of local and regional theatres. This eventually led to my becoming the Director of Marketing for the Asolo Repertory Theatre in Sarasota. There I was responsible for all box office, concessions and marketing (web site planning and oversight, print/radio and tv advertising, printed materials (programs, signage, notices). For further information regarding my marketing experience, please see the attached resume.</small>			
Are you currently a member of a Commission-appointed board/committee? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, please specify:			
Have you ever been convicted of a felony? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, what was the nature of the crime(s) you were convicted of:			
Referred by: Thondra Lanese		Applicant Email Address: artchers@hotmail.com	
Date: 10/13/2020	Applicant's Signature <i>Cheryl Ferreira</i>		

APPLICATIONS EXPIRE 6 MONTHS FROM THE DATE OF SUBMISSION. PLEASE REAPPLY AS OFTEN AS DESIRED.
Please return form to: City Clerk's Office – 100 North US Hwy 1, Fort Pierce, Florida 34950
fax (772) 467-3841 or via email at lcox@cityoffortpierce.com

CHERYL FERREIRA

327 Seahorse Terrace, Fort Pierce, FL 34982 ♦ (941) 266-0270 ♦ artchers@hotmail.com

PROFESSIONAL SUMMARY

Successful Marketing and Advertising Director applying to join the Sunrise Theatre Advisory Board in the City of Fort Pierce, FL. Well versed in many aspects of operating professional theatres, including box office, concessions, marketing and advertising, and fund raising.

SKILLS

- Operational skills
 - I tend to see the “big picture” while executing tasks with an eye for detail.
 - Organization – everything from a purse to a garage and especially storage areas and office files and archives.
 - Meetings (scheduling, notifications, minutes, follow through)
- Computer skills
 - Microsoft Office (Word, Excel, Publisher, PowerPoint)
 - Social media, web site maintenance, search engines
- Personal Skills
 - Articulate and well-spoken, skilled writer
 - Personable and outgoing with a professional demeanor
 - Critical Thinking
 - Flexible

WORK HISTORY

Administrative Assistant, (P/T) 06/2018 to 10/20/2019

Stuart Main Street Inc. – Stuart, FL

- Identified changes to improve accuracy, efficiency, and responsiveness of Executive Director.
- Scanned and filed thousands of historical records including establishing naming and filing protocols.
- Research and data collection and reporting.
- Wrote professional business memos, letters and marketing copy to support business objectives and growth.
- Managed accounts payable and receivable in conjunction with external accountants
- Supported efficient meetings by organizing spaces and materials, documenting discussions, and distributing meeting notes.

Sales Floor Associate, (P/T) 09/2016 to 06/2018

TJMaxx – Bradenton, Florida

- Organized racks and shelves to maintain store visual appeal, restocked sales floor with current merchandise and accurate signage for current promotions.
- Greeted customers, helped locate merchandise and suggested suitable options. Provided top-notch, personal service and polite support to boost sales and customer satisfaction.
- Supported loss prevention goals by monitoring shopper behavior.

Marketing Specialist, Manager, Director 2002 to 2014

Various – Florida, Ohio, Boston MA, Providence RI

- Provided the requested level of support across marketing needs of various companies, including
 - Carbonite, Boston MA – Strategic media planning and Creative Direction based on company goal of attracting a buy-out (purchased by Newell-Rubbermaid in two years).
 - Hoverround, Sarasota FL – Strategic planning, data analysis and creative direction for third party sales of power wheelchairs (primarily for use by Medicare and Medicaid recipients).
 - Asolo Repertory Theatre, Sarasota FL – Director of all media planning, creative direction and execution of all print, internet and broadcast advertising, box office and subscription sales.
 - Maverick Engineering, Ellenton FL – Analysis of media and trade show involvement, creative direction of all internet, print and trade show promotions. (This company designs, sells and constructs fiber glass piping for use in abrasive environments such as mining and processing.)

Director, Corporate Communications 1991 to 2002

Bose Corporation – Framingham MA

- Director of a department of over 100 staff, reporting to the President and Dr. Amar G. Bose.
- Integral part of the team that launched the Bose Wave Radio which became one of the most sought-after sound products ever introduced.
- Managed all creative, all media and all public relations all divisions of the company (home audio, professional audio, automotive audio, direct sales, and telemarketing).

MISCELLANEOUS

- Stood backstage and screamed on cue for Betty White in *Take Me Along*. Stood onstage as an “extra” in *Auntie Mame* (with Gypsy Rose Lee), and *A Streetcar Named Desire* (with Vivian Blaine) and others.
- Earned kudos at Stuart Main Street for reorganizing a large storage area 30 years of paper files (culled, scanned, preserved, and filed).
- Named “Manager of the Year” (twice) at Bose.