

**CITY OF PEMBROKE PINES
ADVISORY BOARD AND COMMITTEE APPLICATION FORM**

*Please return the **signed and completed application form and a recent resume*** to: City of Pembroke Pines, City Clerk's Office, 601 City Center Way, Pembroke Pines, Florida 33025.*

***NOTE: YOUR RESUME MUST ACCOMPANY THIS APPLICATION IN ORDER FOR THE APPLICATION TO BE CONSIDERED.**

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CITY CLERK'S OFFICE
CITY OF PEMBROKE PINES

Please type or use dark ink to complete this form.

Applicant Name Erica Creighton

Race* White National Origin* USA

Occupation Director of IT

Street Address 400 NW 203rd Ave Pembroke Pines, FL 33029

Subdivision Pasadena Estates

Home Telephone 813-957-1406 Business Telephone 813-957-1406

E-mail Address ericacreighton@gmail.com

Length of Residence in Pembroke Pines (if applicable) 1 6
Years Months

Length of Time as Business Person in Pembroke Pines (if applicable) N/A
Years Months

Are you a registered voter? Yes Commission District No. 4 Precinct No. x027

Do you have a criminal record? No If yes, please explain. _____

Have you ever been convicted of a felony? No If yes, please explain. _____

Do you have any criminal charges pending? No If yes, please explain. _____

Do you have any relatives employed by the City? No If yes, please state name(s): _____

Are you aware of any potential conflict of interest that may arise from your serving on this/these board(s)? No If yes, please explain. _____



Does your business, or your employer have any contractual relationship with, or do any business with the City? N/A If yes, please explain.

I work for the corporate side of Popeyes; but all franchise locations within Popeyes are not owned by corporate so there should be no contractual relationships.

Do you have monies owed to the City that are delinquent? No If yes, please explain.

Do you have any pending code violations relating to property owned by you in the City? No
If yes, please explain. _____

Do you have any violations relating to other City codes? No If yes, please list: _____

*The responses to these items is optional. The City is interested in providing for cultural diversity on its Advisory Boards and Committees, and seeks this information solely in order for the City to further its goal to provide for diversity on its Advisory Boards and Committees.

Which board or committees are of interest to you? Please indicate up to three preferences by ranking. Please denote your first choice with a "1," etc. Please place a number adjacent to any board or committee for which you wish to be considered. If you do not place a number next to a board or committee, the City Commission will not be able to consider you for that board or committee.

_____ Arts & Culture Advisory Board

_____ Affordable Housing¹

_____ Board of Adjustment

_____ Charter High School Advisory Board²

_____ Economic Development Board

¹ _____ Education Advisory Board

² _____ Environmental Advisory Board

_____ Citizens Committee/Hurricane Prep
(Ad Hoc)

_____ Planning & Zoning Board

_____ Police and Fire Pension Fund Board

³ _____ Diversity and Heritage Advisory Board

_____ Social Media Committee (Ad Hoc)

_____ Charter Review Board

_____ **Public Art Committee (PAC) New**

_____ **Budget Committee (A. Castillo)**

⁴ _____ Charter Review Board³

_____ Citizen's Budget Advisory Board

¹You must complete the “Supplement to Application for Affordable Housing Committee.”

²Representative of Educational or Business sector of the Community

³This Board is convened once every five years.

Please provide a brief statement outlining why you wish to serve on the board(s) you have indicated above.

I am eager to contribute to the Pembroke Pines advisory boards.

I am driven by my professional background in chemical engineering and my commitment

to fostering a vibrant, inclusive community for my young children and fellow residents. Throughout my career,

I have led projects that have focused on environmental improvements providing me experience to support

impactful community programs. With my deep family ties to public education,

my grandparents, mother, and uncle all being teachers - I am especially passionate about ensuring

Pembroke Pines offers the highest quality educational resources to its residents. As a parent with two young children

in Pembroke Pines schools, I am invested in their educational experience and the opportunities

available to all families here. My preference for board service would be in the areas of education and

environmental initiatives ,where I can leverage my background.

Joining the Pembroke Pines advisory boards would allow me to give back to a city

that has provided so much to my family, and I am committed to supporting

initiatives that enhance the quality of life and education for all residents.

I hereby certify that all statements made in this application are true and complete. Permission is granted to the City of Pembroke Pines to investigate and verify criminal and credit history and any information provided on this and successive documents completed for purposes of my appointment to the City Board or Committee. In return for consideration of my application, I release any person who provides information pertaining to me from all claims or liabilities that might otherwise result from such information or opinions.

Erica Creighton

Applicant's Signature

11/4/2024

Date

Applications for board and committee vacancies are accepted throughout the year. For additional information, please call the City Clerk's Office at (954) 450-1050.

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Eric a Creighton

Pembroke Pines, FL 33029

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CITY OF FLORIDA OFFICE
CITY OF PEMBROKE PINES

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Skills

Over 12 years of experience working on iconic brands including Popeyes, Kotex, Depend, and Huggies. I am a brand ambassador with a multi-faceted background. I have excelled in marketing and restaurant operations. Profitability and quality standards are top of mind to ensure brand success and longevity. I strive to work cross functionally and incorporate new streamlined ideas to deliver the best results.

Experience

Popeyes Louisiana Kitchen / Head of Field Technology and Technical Support/New Technology Solutions Delivery

July 2021 - Present, Miami, FL

- Managed a team of 11 direct reports including 4 field technology managers; a 7 person Level 3 support desk; and an offshore help desk of >100 agents managing technology support from over 3,000 restaurants.
- Increased digital menu board health by over 15% within a year and improved network and PIN pad health by >30%.
- Completed technology town hall sessions across 9 US cities within a month teaching restaurants and franchisees restaurant technology basics to improve overall restaurant health.
- Created support ticket trend analysis to allow in depth reviews of ticket trends across 8 vendor support desks.

The Learning Experience / Director of Marketing

March 2022 - July 2023, Deerfield Beach, FL

- Lead the marketing calendar and social media communications across LinkedIn, Facebook, and Instagram utilizing Yext. Conducted monthly franchise webinars with the cross functional teams to ensure learning centers were prepared for the upcoming marketing calendars.
- Launched new graphical images across the learning centers to increase parent and student engagement with brand icons and drive student retention in the centers.
- Launched an automated email service for new parent registrations to ensure a smooth transition into the learning centers.
- Championed the Teacher of the Year annual event increasing involvement by 23% and seeing an increase in social media impressions by 3%.

Popeyes Louisiana Kitchen / Senior Manager of Brand Standards and Communications

August 2021 - March 2022, Miami, FL

- Lead franchise and restaurant communication platforms ensuring clear and concise messaging across the brand.
- Created a new auditing guidebook for restaurants ensuring all aspects of the restaurant were reviewed in a cross-functional manner including marketing, food safety, technology, and operations. New guidebook and training for audit rollout resulting in >5% improvement in restaurant scores.
- Created and ran gatekeeping process to ensure projects have met stage gate requirements before launching and owned reporting on project status updates to C-Suite Executive team.

Popeyes Louisiana Kitchen / Texas and Midwest Area Franchise Lead

September 2020 - August 2021, Miami, FL

- Opened 12 stores in 3 months while creating a system that streamlined grand opening processes by reducing paperwork by 66%.
- Managed a team of 2 direct reports overseeing 518 stores across 13 states and 28 franchise groups.
- Lead the DMB project installation project for the Texas and Midwest area installing over 100 menu boards in the course of 10 months.
- Improved Speed of Service by 15 seconds and improved guest satisfaction by 3.9% by implementing targets and weekly meetings with lower performing stores.

Popeyes Louisiana Kitchen / West Regional Marketing Manager

July 2019 - September 2020, Los Angeles, CA

- Worked directly managing 62 franchises and 9 budgeting funds of over \$2.1 million. Sold an additional \$1.1 million in marketing funds to regions that previously didn't contribute local funds for marketing including an exclusive Popeyes agreement with the LA Chargers.
- Leader of the local west coast execution of the most successful T-Mobile Tuesday promotion in the history of TMT.
- Leader of the strategic marketing for over 275 Popeyes across the West coast and 87 military bases across the world, tripling sales YoY.
- Signed up 98% of all stores on 5 different delivery companies leading to an average 3x additional sales and increasing check average 12%.
- Ran the in store marketing execution of the chicken sandwich launch ensuring that all marketing elements were displayed correctly resulting in the largest new product launch in the history of the QSR industry leading to the chicken sandwich wars of 2019.

Popeyes Louisiana Kitchen / Global Operational R&D Manager

July 2018 - July 2019, Miami, FL

- Completed new country entry into Philippines within 9 months of master franchise agreement completion.
- Led operational and equipment roll-out of the chicken sandwich across 2,300 stores within 8 months and managed equipment vendor relationships to ensure national media dates were met.
- Conducted 20+ market tests domestically, creating operational procedures, analyzing results and recommendations for product rollouts. Led the innovation of over 10+ domestic LTOs creating procedures, Job Aids, and video training for rollouts.
- Identified over \$2.3 million in cost savings in packaging changes improving SKU management, brand identity, Order Accuracy, and Speed of Service.

Kimberly-Clark Corporation / Lead Product Developer (multiple brands)

August 2011 - July 2018, Neenah, WI and Nogales, Mexico

Education

University of South Florida / B.S. Chemical Engineering

Aug 2010 - Dec 2010, Tampa, FL

Awards

US Patent 9259364 - Packaging folded disposable absorbent patent

US Patent 10869783 - New elastic adhesion patent