

RESUME

Jamie Licko, Associate

BA, Journalism and Communication Studies, University of Iowa, Iowa City, Iowa

EMPLOYMENT

■ PROGRESSIVE URBAN MANAGEMENT ASSOCIATES, INC., Denver, Colorado, 2006 to present

Associate: Provide project coordination, research and community outreach for a consulting firm offering management, marketing and financial services to advance downtown and community development. Specialties include marketing and communications strategies, market research, group facilitation and business improvement district formation.

■ CEDAR RAPIDS DOWNTOWN DISTRICT, Cedar Rapids, Iowa, 2003-2006

Executive Director: Managed all facets of a downtown business improvement district and a 501c6 membership organization with an annual budget of \$500,000. Acted as liaison between the private sector and local government, guiding overall public policy to encourage urban development and other projects in downtown Cedar Rapids.

Representative projects include:

Coordinated the process to renew the 20-year-old downtown business improvement district.

Advocated for and directed implementation of a plan to increase on-street parking availability through the conversion of parallel to angle parking.

Developed initiatives with the City of Cedar Rapids to encourage new investment in the central business district, including authoring a downtown sidewalk café ordinance and creating a downtown façade renovation program.

Developed and implemented a free community wireless Internet initiative for downtown Cedar Rapids and partnered with regional organizations to expand the free wireless to other local communities.

Marketing Director: Managed public affairs and media relations, and strengthened marketing efforts to increase downtown's visibility and community support.

Representative projects include:

Developed the organization's first marketing plan and guided it through a name change and re-branding effort that brought increased visibility and name recognition.

Coordinated production of a new interactive Web site which made information about downtown Cedar Rapids more accessible, increasing Web page visits by 80 percent.

Directed all aspects of the \$500,000 Taste of Cedar Rapids music festival, one of the largest local fundraising events.

■ MARKETING AND COMMUNICATION STRATEGIES, INC., Cedar Rapids, Iowa, 2001-2003

Director of Public Relations: Managed public relations strategies for local and national clients for a mid-sized, full-service marketing firm specializing in high technology and communications industries. Developed strategic marketing plans and branding strategies for clients and assisted with implementation.

■ KGAN - CBS NEWSCHANNEL 2, Cedar Rapids, Iowa, 1999-2001

Reporter, Producer: Covered local community issues, responded to breaking news, and developed enterprising story ideas daily. Managed and produced news broadcasts and provided live on-air reporting.

PROFESSIONAL AFFILIATIONS

Awards

Acknowledged as one of the Eastern Iowa area's *40 Under 40* in the inaugural class for commitment to professional excellence and contributions to the community by the Corridor Business Journal, October 2005.

Professional Affiliations

International Downtown Association

Colorado Community Revitalization Association

Cedar Rapids Area Chamber of Commerce Leadership for Five Seasons Program, Class of 2004