



MURIEL BOWSER
MAYOR

October 5, 2021

The Honorable Phil Mendelson
Chairman
Council of the District of Columbia
John A. Wilson Building
1350 Pennsylvania Avenue, NW, Suite 504
Washington, DC 20004

Dear Chairman Mendelson:

In accordance with section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), and pursuant to section 2 of the Commission on Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008 (D.C. Law 17-148; D.C. Official Code § 3-651), I am pleased to nominate the following person:

Mr. Nick Elefante
I Street, NE
Washington, DC 20002
(Ward 5)

for appointment as a member of the Commission on Fashion Arts and Events, replacing Le'Greg Harrison, for a term to end April 15, 2025.

Enclosed you will find biographical information detailing the experience of the above-mentioned nominee, together with a proposed resolution to assist the Council during the confirmation process.

I would appreciate the Council's earliest consideration of this nomination for confirmation. Please do not hesitate to contact me, or Steven Walker, Director, Mayor's Office of Talent and Appointments should the Council require additional information.

Sincerely,

A handwritten signature in black ink that reads "Muriel Bowser".

Muriel Bowser



Chairman Phil Mendelson
at the request of the Mayor

A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

To confirm the appointment of Mr. Nick Elefante to the Commission on Fashion Arts and Events.

RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this resolution may be cited as the "Commission on Fashion Arts and Events Nick Elefante Confirmation Resolution of 2021".

Sec. 2. The Council of the District of Columbia confirms the appointment of:

Mr. Nick Elefante
I Street, NE
Washington, DC 20002
(Ward 5)

as a member of the Commission on Fashion Arts and Events, in accordance with section 2 of the Commission on Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008 (D.C. Law 17-148; D.C. Official Code § 3-651), and section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), replacing Le'Greg Harrison, for a term to end April 15, 2025.

Sec. 3. The Council of the District of Columbia shall transmit a copy of this resolution, upon its adoption, to the nominee and to the Office of the Mayor.

Sec. 4. This resolution shall take effect immediately.



Executive Office of the Mayor - Office of Talent and Appointments
John A. Wilson Building | 1350 Pennsylvania Avenue, Suite 600 | Washington, DC 20004

Nick Elefante



Nick Elefante is an adjunct professor of Marketing Consultancy at American University, a fashion designer, and the founder of TEN Clothing, a clothing and lifestyle brand based in Washington, DC.

Since 2017, TEN has released collections of handmade accessories, streetwear and evening wear while also partnering with local nonprofits to host fundraisers, food drives and clothing collections. TEN's DC Line scarves have been featured in DC Refined's 2018 Holiday Gift Guide and have sold at The Phillips Collection, Shop Made in DC, Bespoke Not Broke and Homme DC.

In his role at American University, when not teaching MBA and MS marketing students, Mr. Elefante consults on integrated marketing communication strategies for the Office of Graduate Studies and each school that targets increased student enrollment and retention. Prior to his position at American, Mr. Elefante was the Director of Digital Marketing and Member Engagement at Independent Community Bankers of America, where he led the execution of new member outreach campaigns, product launches, and integrated communication plans for the non-profit and its for-profit subsidiaries.

A Ward 5 resident, Mr. Elefante received a Bachelor of Arts in English from the University of Kansas, and a Master of Business Administration from the Kogod School of Business in American University.



NICK ELEFANTE



A full stack marketer with seven plus years experience leading the development of statistically sound integrated marketing campaigns for B2B, B2C and non-profit clients in a myriad of industries. I am passionate about strategy, branding and building trusting relationships with my coworkers and clients. A summary of my skills include;

- Strategy Development
- Data Analysis, Testing & Asset Optimization
- Digital & Traditional Media Buying
- Market Research
- Demand & Lead Generation
- Web & UX Development
- Creative Direction
- Paid Search, Display and Social
- Product Management
- CRM Management

EXPERIENCE

American University, Marketing Consultant & Adjunct Professor | January 2020 - Present

- Consult on integrated marketing communication strategies for the Office of Graduate Studies and each school that target increased student enrollment and retention.
- Teach Marketing 762, Integrated Marketing Communications, to MBA and MS Marketing students.

ICBA, Director of Digital Marketing & Member Engagement | May 2019 - January 2020

- Led the execution of new member outreach campaigns, product launches and integrated communication plans for the nonprofit and its for-profit subsidiaries.
- Led the revision of the nonprofit's brand guidelines and each sub-brand's visual identity.
- Developed and managed the Google Ad search and display campaigns for the entire association and its subsidiaries.

Design Army, Sr. Strategist | November 2016 - May 2019

- Brought in over \$150K of new business.
- Led strategy development and client management for every client during my tenure.
- Produced and directed client photo and video shoots.
- Wrote copy for social media, web and branded creative.

Wunderman, Experience Strategist | October 2015 - November 2016

- Led the research, strategy, brief writing and clients on Pfizer's first patient ambassador lead generation program and website MBC Together.
- Led the research, strategy development, branding and client management for two omni-channel, integrated marketing communication plans targeting patients, caregivers and HCPs for IBRANCE and XALKORI.
- Led secondary research, internal & external brainstorms, and guided workshops that gleaned insights which was leveraged to pitch new work to clients and long-term brand strategy and planning.
- Grew each account budgets from \$5 million to \$12 million over in 12 months.

Merritt Group, Creative Services Coordinator | September 2014 - October 2015

- Developed and managed the execution of the company's three-pronged lead and demand generation campaign, focusing on new client acquisition, content creation and event coordination.
- Created internal process documents for starting, editing, creating, and launching an entire content marketing inbound lead campaign through the Hubspot content management system
- Developed, managed and delivered new websites, demand generation & sales support collateral for Monster Government Solutions, Ionic Security, Nok Nok Labs, Riverbed, Maximus Federal, InfoZen and SwitchPitch

Arlington Public Schools, Lower Montessori Teacher | January 2008 - June 2012

- Taught first, second and third graders in the Montessori philosophy
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EDUCATION

American University, Kogod School of Business | August 2012 - May 2014

- Master of Business Administration, focus Brand Strategy
- VP of Graduate Business Association
- Consultant for Global Project with Aalto University and the Sheikh Zayed Institute

University of Kansas | August 2002 - May 2006

- Bachelor of Arts in English with a Creative Writing minor
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GOVERNMENT OF THE DISTRICT OF COLUMBIA
Executive Office of Mayor Muriel Bowser



Office of the General Counsel to the Mayor

To: Ronan Gulstone, Steve Walker
From: Betsy Cavendish
Date: June 8, 2021
Subject: Legal sufficiency review of Resolution nominating Darel Dawson, Nick Elefante and Maude Okrah to the Commission on Fashion Arts and Events

This is to Certify that this office has reviewed the above-referenced legislation and found it to be legally unobjectionable. If you have any questions in this regard, please do not hesitate to call me at 202-724-7681.

A handwritten signature in cursive script that reads 'Elizabeth A. Cavendish'.

Elizabeth Cavendish