

Personal Data Record Form

Profile

FOR PUBLIC INFORMATION

All appointments to City Boards and Commissions are made by the City Council through the Executive Secretary for Boards and Commissions. **APPLICANTS MAY ONLY APPLY FOR ONE VACANCY AT A TIME. DUPLICATE APPLICATIONS WILL NOT BE CONSIDERED.** Please complete this application in its entirety. Your application will be forwarded to the City Council. Fill in all applicable blanks on the form. Incomplete applications will not be forwarded to City Council. All applicants are encouraged to contact the Council members and introduce themselves.

New Applicant or Current Member

☒ New Applicant

Phil Dawit  
First Name Last Name

[Redacted]  
Email Address

Date of Birth

[Redacted]

Place of Birth

[Redacted]

Home Address

[Redacted] [Redacted]  
Street Address Suite or Apt  
[Redacted] [Redacted] 22314  
City State Postal Code

[Redacted] [Redacted]  
Primary Phone Alternate Phone

LCOR, Inc. Market Analyst  
Employer Job Title

Applicants may only apply for **ONE** board/commission/committee at a time. DUPLICATE APPLICATIONS WILL NOT BE CONSIDERED.

Which Boards would you like to apply for?

Sister Cities Committee: Submitted

Type of Position/Role

Citizen

Demographics

Do you currently live in the City of Alexandria?

☒ Yes ☐ No

If yes, how long?

2.5 years

Have you ever attended a meeting of the Board or Commission for which you are applying?

☐ Yes ☒ No

Have you ever served the City of Alexandria in any capacity?

☐ Yes ☒ No

If yes, please explain

Interests & Experiences

## Statement of Interest/Why You Should Be Appointed

---

I am writing to express my strong interest in filling the vacant Citizen position within the Sister Cities Committee. With a passion for international relations and a proven track record of building relationships across multiple cultures, I am confident in my ability to bring value to Alexandria. I have extensive experience working in South America and the Arabian Gulf, having honed my skills in diplomacy and cross-cultural communication for the purpose of promoting business. Within South America, I have established relationships with a variety of families [who are key figures within commercial development] to promote investments within their country and the USA. In one instance, I assisted a family in securing JV offers - from US real estate developers - to build a large mixed-use development within Miami [currently being worked on by their legal teams]. Within the Arabian Gulf, I established relations with key business and government figures in order to open a distribution hub for my start-up. The logistical agreement was to send goods from Lima, Peru to the port the Kingdom of Bahrain. Once entering Bahrain, goods would be brought to a new warehouse that was located in between all major roads. Although this start-up failed, I did have some success: I was able to secure cast members of an ABC hit television [The Bachelor] as clients, and I was twice considered as a Retail and E-Commerce category candidate for the Forbes 30 under 30 list [top 10% of nominations]. This experience also applies to my advocacy work. Being of Ethiopian origin, I watched the country fall into conflict over the past several years. More recently, there has been widespread crimes against humanity enacted upon its citizens. I have established relations and have had discussions regarding policy - with a variety of US government figures [local and federal] and international organizations - to promote peace within the country. My deep understanding of the political, economic, and social dynamics in these regions, along with my extensive network of contacts, has equipped me with the skills necessary to succeed in this role. My expertise in these regions can also be applied to that of Europe, where I am eager to explore new relationships and opportunities for cooperation. I am a quick learner and always strive to stay informed of the latest developments in international relations. In addition to my knowledge and experience, I am highly motivated and dedicated to making a positive impact. I believe that my skills and experience make me a strong candidate for this role, and I am eager to bring my passion to serve Alexandria. Thank you for considering my application.

## Are you currently a member of a City Board, Commission, Committee or Authority?

---

☐ Yes ☒ No

If yes, please list the board:

---

How many terms have you served on this board?

---

If you have served more than two consecutive terms on this board, please state the specific qualifications you possess which merit consideration for continued service:

---

Have you applied for a position on a City Board, Commission, Committee or Authority in the last six months?

---

☐ Yes ☒ No

If yes, please state the names of the boards for which you have applied

---

---

Upload a Resume

**Are you now paid by the City of Alexandria?**

☐ Yes ☒ No

**If yes, please state your department, job title, and describe your duties:**

**Do any of your immediate relatives or business associates now serve the City of Alexandria in any capacity?**

☐ Yes ☒ No

**If yes, please explain:**

**Attendance Requirements: Sec. 2-4-7 of the City Code requires appointees to attend at least 75% of the yearly committee meetings. Absences may be excused because of personal illness or serious illness of members of the immediate family, death of a family member, unscheduled business trips and emergency work assignments only. All other absences are recorded as unexcused. In light of the aforementioned statement, will you be able to attend at least 75% of the regular meetings of the board which you may be appointed?**

☒ Yes ☐ No

**If applicable, will you comply with the provisions of the City's conflict of interest requirements in City Ordinance 2867?**

☒ Yes ☐ No

**EDUCATIONAL BACKGROUND (Please list certificates, diplomas, degrees, seminars, etc.):**

American University - B.A. Arab World Studies Sultan Qaboos Cultural Center - Arabic Language Scholarship Virginia Real Estate Salesperson License

**SUMMARY OF WORK AND PRACTICAL EXPERIENCE (Please list titles and duties for the past five years):**

---

LCOR, Inc. Market Analyst • Traveled to target markets within the Mid-Atlantic and Northeast regions to conduct market research • Created the company's market research methodology and maintained data trends • Assisted in the creation of financial models to support Class-A multifamily/mixed use developments • Analyzed rent rolls and made pricing recommendations on current portfolio holdings • Collaborated on writing business plans for potential new commercial developments Accomplishments • Established relations with a VC backed company that contributed over \$220,000 in annual scheduled revenue • Designed an internal dashboard that provides visual movements of submarket rents and apartment inventory • Developed python script that would save the company 650+ hours annually on market data entry labor Kassa Trade, Inc. Co-Founder and Managing Principal Achievements: • Established manufacturing partnerships with 5 factories/workshops in Peru • Inaugurated a distribution hub within Bahrain to target the Gulf Cooperation Council market • Notable clients include cast members of a major ABC hit television series • Twice considered as a Retail and E-Commerce category candidate for the Forbes 30 under 30 list (top 10% of nominations) Quasar Property Management and Real Estate, LLC Marketing and Business Development Manager • Managed the marketing of nearly 400,000 SF of the company's asset management portfolio • Recruited and advised the company's real estate agent sales team to ensure that they attain their sales goals • Wrote and communicated investor reports with asset owners • Established relations with vendors and oversaw internal CRM system Accomplishments • Built a sales lead pipeline that represented over \$1B in real estate assets • Tripled the size of the real estate sales team • Expanded the asset management portfolio by 300+ units and association management portfolio by 250+ units Costar Group, Inc. Portfolio Research Associate II – Manhattan Market • Gathered data and produced client reports on commercial real estate vacancies and investment opportunities • Utilized geographic information system (GIS) software to track construction within the market • Collaborated on organizing quarterly market reports that highlighted commercial real estate trends • Advised and coordinated action plans with account executives and regional sales directors on troubled accounts Accomplishments • Promoted from an entry-level portfolio to a senior-level portfolio within the first six months of employment • Re-established relations with a strained client that allowed the sales team to successfully upgrade the account • Managed nearly \$4.5M worth of company accounts

**REFERENCES (Please list names and addresses of four references that you have contacted and support your application).**

---

---

**Non-Discrimination Data Supplemental Questions**

By submitting this application electronically, I hereby certify that all information contained herein is true and complete and that the transaction will be subject to the Virginia Uniform Electronic Transactions Act..

**SUBMISSION OF THIS PAGE IS VOLUNTARY**

**Confidential - NOT FOR PUBLIC INFORMATION**

**Non-Discrimination Data Supplemental Questions  
For Applications to City Boards, Commissions, and Committees**

Completion of this section is **VOLUNTARY**. When completed, the section is separated and redacted from your application prior to the application's submission to City Council. **COUNCIL AND STAFF DO NOT USE THIS FORM IN DETERMINING APPOINTMENTS.** Information provided in this section is treated confidentially and the information is forwarded to the Alexandria Office on Human Rights for compilation of statistics. One responsibility of the Human Rights Commission (HRC) is to track whether the diversity in our City's population is reflected in appointments made to boards, commissions, committees and authorities; the HRC does this using only data supplied on this form. The HRC reports statistics only to Council.

The HRC's main role is to ensure discrimination does not occur in our city based on race, color, sex, religion, ancestry, national origin, marital status, familial status, age, sexual orientation or disability with respect to housing, employment, public accommodations, health and social services, education, credit or city contracts.

**Date of Application**

---

**Ethnicity**

---

**Gender**

---

**Sexual Orientation**

---

**For what Board, Commission, Committee, or Authority are you applying?**

---

**Do you live in the City of Alexandria?**

---

Do you have Disability?

If yes, briefly describe the disability?

How did you learn of the vacancy for which your applying?

**Personal Data Record Form****Profile****FOR PUBLIC INFORMATION**

All appointments to City Boards and Commissions are made by the City Council through the Executive Secretary for Boards and Commissions. **APPLICANTS MAY ONLY APPLY FOR ONE VACANCY AT A TIME. DUPLICATE APPLICATIONS WILL NOT BE CONSIDERED.** Please complete this application in its entirety. Your application will be forwarded to the City Council. Fill in all applicable blanks on the form. Incomplete applications will not be forwarded to City Council. All applicants are encouraged to contact the Council members and introduce themselves.

**New Applicant or Current Member**☒ New Applicant

Kathryn

First Name

Johnson

Last Name

Email Address

**Date of Birth****Place of Birth****Home Address**

Street Address

Suite or Apt

City

State

22314

Postal Code

Primary Phone

Alternate Phone

SHRM

Employer

Senior Specialist, Employee  
Engagement & Corporate  
Communications

Job Title

Applicants may only apply for **ONE** board/commission/committee at a time. DUPLICATE APPLICATIONS WILL NOT BE CONSIDERED.

**Which Boards would you like to apply for?**

Sister Cities Committee: Submitted



## Type of Position/Role

---

Citizen Member

---

## Demographics

Do you currently live in the City of Alexandria?

---

☒ Yes ☐ No

If yes, how long?

---

2 years

Have you ever attended a meeting of the Board or Commission for which you are applying?

---

☐ Yes ☒ No

Have you ever served the City of Alexandria in any capacity?

---

☐ Yes ☒ No

If yes, please explain

---

---

## Interests & Experiences

Statement of Interest/Why You Should Be Appointed

---

I am very interested in promoting educational and cultural opportunities and to fostering great appreciation and understanding in the City of Alexandria for other cultures and particularly, the relationship between Alexandria and our sister cities in Scotland, France, Sweden and Armenia. I was previously a Cherry Blossom Princess during the National Conference of State Societies during the National Cherry Blossom Festival (2014), where I served as a goodwill ambassador between the U.S. and Japan to help foster diplomatic, educational and cultural relations. I am passionate about learning about new cultures and expanding educational and cultural opportunities for my network, neighbors, and the broader community to deepen their understanding of different cultures, languages, and countries. In my capacity as an employee engagement senior specialist at SHRM (Society for Human Resources Management), I collaborate and work well with colleagues in both India and MENA and help my company of 500+ employees further understand cultural events, opportunities and holidays as we work together as one company. I would love to take my interest and experience and bring it to support this Committee and further support and educate (and help foster additional opportunities for educational and cultural exchanges between Alexandria, VA and our sister cities.

Are you currently a member of a City Board, Commission, Committee or Authority?

---

☐ Yes ☒ No

Kathryn Johnson

If yes, please list the board:

How many terms have you served on this board?

If you have served more than two consecutive terms on this board, please state the specific qualifications you possess which merit consideration for continued service:

Have you applied for a position on a City Board, Commission, Committee or Authority in the last six months?

☐ Yes ☒ No

If yes, please state the names of the boards for which you have applied

Upload a Resume

Are you now paid by the City of Alexandria?

☐ Yes ☒ No

If yes, please state your department, job title, and describe your duties:

Do any of your immediate relatives or business associates now serve the City of Alexandria in any capacity?

☐ Yes ☒ No

If yes, please explain:

**Attendance Requirements: Sec. 2-4-7 of the City Code requires appointees to attend at least 75% of the yearly committee meetings. Absences may be excused because of personal illness or serious illness of members of the immediate family, death of a family member, unscheduled business trips and emergency work assignments only. All other absences are recorded as unexcused. In light of the aforementioned statement, will you be able to attend at least 75% of the regular meetings of the board which you may be appointed?**

☒ Yes ☐ No

If applicable, will you comply with the provisions of the City's conflict of interest requirements in City Ordinance 2867?

☒ Yes ☐ No

## EDUCATIONAL BACKGROUND (Please list certificates, diplomas, degrees, seminars, etc.):

---

University of Wisconsin - La Crosse, BA, Political Science

## SUMMARY OF WORK AND PRACTICAL EXPERIENCE (Please list titles and duties for the past five years):

---

Society for Human Resource Management (SHRM) April 2021 – Present Senior Specialist, Employee Engagement and Corporate Communications • Manage internal communications strategy and execution for 500 employees in the U.S., India, and MENA region. • Partner cross-functionally with HR, Legal Team, Facilities, and Executive Team on internal company operations, events, and messaging through videos, e-newsletters, blogs, and written content. • Manage company intranet front page (SHRMin) and continually update page with employee highlights, company awards, ongoing campaigns, and other internal employee communications. • Draft and edit internal content for Chief Human Resources Officer (CHRO), including all-staff messages, internal policy changes, blogs, and talking points for internal events. • Facilitate internal communications for quarterly all-staff meetings (STAR Coffee), draft agenda, run-of-show, and create slide decks for company executive leadership. • Partner with and provide creative direction for Creative Team (graphic designers, photographers, and video team) to develop collateral (videos, graphics) for conferences, campaigns, bi-annual employee PULSE survey, and microsites. • Oversaw production for 2021 SHRM annual report, served as lead writer, creative lead for video introductory message, and served as project manager for team and enterprise-wide deliverables to create report. U.S. Office of Personnel Management (OPM), Nov. 2019 – Jan. 2021 Director of Advance and Speechwriter (Writer/Editor) OPM Office of Communications (April 2020 – Jan. 2021) • Served as OPM internal communications lead and media spokesperson for the following departments: Equal Opportunity Office of Employment; HR, Facilities and Securities Management; and Office of the Chief Financial Officer. • Drafted talking points and weekly internal messages for OPM Acting Director during COVID-19 emergency. • Managed, edited, and compiled internal communications newsletter distributed to 5,000+ OPM employees. • Served as internal communications lead and developed assets for 3 govt-wide campaigns: Combined Federal Campaign (CFC); Federal Health Benefits Open Season; and 2020 Federal Employee Viewpoint Survey (FEVS). • Partnered with Section 508 program manager to review and ensure OPM Office of Communications products (slide decks and e-newsletter) met Section 508 compliance standards for agency-wide and external distribution. • Maintained “MyTHEO” agency intranet front page with agency-wide news, virtual events, and content updates. OPM Office of the Director (Nov. 2019 - April 2020) • Prepared, reviewed, and edited speeches, talking points, retirement congratulations letters, employee condolence letters, memos, itineraries, Congressional correspondence, issue briefs for the Director and Chief of Staff. • Managed logistics, travel, and schedule for OPM Director ahead of events and site tours. • Drafted video scripts for Director for internal (OPM-specific) and external (government-wide) audiences. • Planned, organized, and scheduled internal events for the Director to welcome new OPM employees. • Worked closely with Director, senior career government officials, and subject matter experts to prep Director for interviews, meetings, and cover-issue interview with NARFE Magazine editors U.S. General Services Administration (GSA), Speechwriter (Writer/Editor) May 2019 – Nov. 2019 Office of Strategic Communications (OSC) • Drafted speeches, talking points, internal messages, and video scripts for Administrator and Deputy Administrator. • Coordinated with agency leadership, subject matter experts, and external stakeholders to manage logistics for: ○ Internal events (department all-hands events, program graduations, small group coffee chats). ○ External speaking engagements with organizations including (but not limited to): The Procurement Roundtable, Women Impacting Public Policy (WIPP), and the Northern Virginia Technology Council. • Reviewed content for editorial quality, consistency, and compliance with Plain Language and GSA style standards. • Developed social media content calendars, social copy, graphics, and gifs for @USGSA (Twitter), @GSAEmily (Twitter), and associated GSA LinkedIn, Facebook, and Instagram accounts. U.S. Office of Personnel Management (OPM), Sept. 2018 – May 2019 Content Development Manager (Writer/Editor) OPM Office of Communications (OC) • Drafted messages, talking points, speeches, blogs, and video scripts for senior agency leadership. • Drafted copy and managed strategy for primary OPM social media (Facebook, Twitter, Instagram, YouTube). • Managed content calendars, creative graphic requests, copyedits, and approvals for 6 secondary federal accounts managed by program office social media leads. • Led monthly group and one-on-one meetings with program office social media leads to share Office of Communications social performance, ongoing agency-wide projects, and discuss

communications goals. • Monitored social and web traffic, analyzed d, and compiled weekly reports measuring engagement. In Pursuit Of, Digital Content Specialist, Writing Team May 2017 – Aug. 2018 • Produced and edited issue advocacy content including website copy, marketing emails, ad copy, blogs, op-eds, and action alerts regarding ongoing legislation in state legislatures and U.S. Congress. • Worked with clients across United States and in D.C. to assess communications needs and develop content strategy. • Interviewed state-based clients, client staff, and conference and event attendees for client blog series. • Drafted and pitched op-eds to reporters and media outlets in target states.

**REFERENCES (Please list names and addresses of four references that you have contacted and support your application).**

---

---

### Non-Discrimination Data Supplemental Questions

By submitting this application electronically, I hereby certify that all information contained herein is true and complete and that the transaction will be subject to the Virginia Uniform Electronic Transactions Act..

**SUBMISSION OF THIS PAGE IS VOLUNTARY**

**Confidential - NOT FOR PUBLIC INFORMATION**

### Non-Discrimination Data Supplemental Questions For Applications to City Boards, Commissions, and Committees

Completion of this section is **VOLUNTARY**. When completed, the section is separated and redacted from your application prior to the application's submission to City Council. **COUNCIL AND STAFF DO NOT USE THIS FORM IN DETERMINING APPOINTMENTS.** Information provided in this section is treated confidentially and the information is forwarded to the Alexandria Office on Human Rights for compilation of statistics. One responsibility of the Human Rights Commission (HRC) is to track whether the diversity in our City's population is reflected in appointments made to boards, commissions, committees and authorities; the HRC does this using only data supplied on this form. The HRC reports statistics only to Council.

The HRC's main role is to ensure discrimination does not occur in our city based on race, color, sex, religion, ancestry, national origin, marital status, familial status, age, sexual orientation or disability with respect to housing, employment, public accommodations, health and social services, education, credit or city contracts.

**Date of Application**

---

Ethnicity

Gender

Sexual Orientation

For what Board, Commission, Committee, or Authority are you applying?

Do you live in the City of Alexandria?

Do you have Disability?

If yes, briefly describe the disability?

How did you learn of the vacancy for which your applying?