

**Profile**

Cynthia

First Name

Kelly

Last Name

Middle Initial

VIA Trailways

Employer

Director of Marketing and Sales

Job Title

[Empty text box for email address]

Email Address

[Empty text box for primary phone]

Primary Phone

[Empty text box for alternate phone]

Alternate Phone

**Are you 18 years of age or older? (Required)**

Yes  No

[Empty text box for street address]

Street Address

[Empty text box for suite or apt]

Suite or Apt

[Empty text box for city]

City

[Empty text box for state]

State

[Empty text box for postal code]

Postal Code

**Which Council district do you live in? \***

District 3

**Are you currently serving on a Board or Commission? If so, please list:**

Yes- Citizens Advisory Focus Group

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

Citizens' Stipend Setting Commission: Submitted

**Communication**

**The City of Merced uses email as a preferred method of communication regarding your application. Is this acceptable to you?**

Yes  No

**If you selected no, please identify how you would like to be contacted:**

---

## Interests & Experiences

### Tell us about yourself, and why you are applying for this particular Board or Commission:

---

I have been a resident of Merced since 1990. Since that time I am an active community volunteer and pride myself in remaining informed about current issues or trends affecting Merced. I am a frequent flyer of Merced City Council meetings and believe that public participation and oversight in the civic process is vital to the health of any public agency. Since I currently reside in District 3, the DSAP is highly important to me and I believe I can bring a unique perspective to the focus group, as a former city employee in the development services department and a District 3 advocate.

### Please list your current employer and relevant volunteer experience.

---

I am currently employed at VIA Trailway, a local charter bus company since 1982, as the Director of Sales and Marketing. I am a passionate community volunteer, with my priority being on animal welfare in the City of Merced. I am the current President of the Merced SPCA in addition to being a volunteer for New Beginnings for Merced Council Animals, an animal medical foster and animal hospice foster. I am a volunteer Commissioner for UC Merced Institutional Biosafety Committee, which oversees all research projects and implements safety protocols at UC Merced and I also volunteer for other various organizations and events in Merced as needed.

### What is your understanding of the roles and responsibilities of this Board or Commission?

---

To recommend, by majority vote and in writing, to the Council the amount of the monthly stipend which it deems appropriate for the members of the Council and the Mayor for the two (2) year period beginning January 1st of the next year.

### Do you have experience or special knowledge pertaining to this Board or Commission?

---

Yes. I am currently the Director of Marketing and develop job titles and pay schedules for my staff. I conduct annual salary studies and collaborate with Human Resources to develop appropriate increases and salary schedules based on the CPI index, job descriptions, tasks, educational requirements and years of service.

### Any other comments you would like to add that may assist the City Council in their decision?

---

I believe the council will find my current experience, as well as my knowledge of the City Council's roles and responsibilities an asset to making fair recommendations for council stipends.

[Resume\\_C\\_Kelly.pdf](#)

Upload a Resume

---

## Requirements

---

**If you selected other, please indicate how you learned about the vacancy:**

cityofmerced.org

---

## **Demographics**

### **Ethnicity**

---

African American

### **Gender**

---

Female

Date of Birth

---

## **Submission**

**I declare under penalty of disqualification or termination that all statements in this application are true and complete to the best of my knowledge.**

---

CTK

---

# CYNTHIA KELLY

## Experience

---

10/2020-PRESENT

VIA TRAILWAYS  
**Director of Sales and Marketing**

MERCED, CA

Develop and implement targeted marketing and sales strategies for clients, identify opportunities to refine brand messaging, and successfully manage and execute high-impact digital marketing campaigns; provide leadership to sales staff with an emphasis on developing and enhancing brand perception, including refining messaging to ensure alignment with target audiences; monitor sales campaign performance and key performance indicators (KPIs), and improve client retention to 91%.

---

03/2015-3/2020

MERCED COUNTY ASSOC. OF  
GOVERNMENTS  
**Assistant Transit Manager**

MERCED, CA

Provide program oversight and management of daily operations of a fixed - route public transit system, grant writing and reporting, creation of transit schedules, provide outreach to DMOs, Welcome Centers and various community groups, participate on boards and committees as they directly relate to public transit, all other duties as assigned.

---

## References

---

Kelly Roseman

[REDACTED]  
[REDACTED]  
[REDACTED]

Retired Code Enforcement Officer/ City of Merced

Clarence Chance

[REDACTED]  
[REDACTED]  
[REDACTED]

Retired Engineering Technician/ City of Merced

Cory Molina

[REDACTED]  
[REDACTED]  
[REDACTED]

Friend