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**From:** noreply@civicplus.com  
**Sent:** Thursday, February 4, 2021 10:20 AM  
**To:** Dawn Grivetti; Brummel, David  
**Subject:** Online Form Submission #1888 for Volunteer Application

## Volunteer Application

First Name	Brian
Last Name	Owens
Address1	[REDACTED]
Address2	<i>Field not completed.</i>
City	Warrenville
State	IL
Zip	60555-2639
Home Phone Number	<i>Field not completed.</i>
Cell Phone Number	[REDACTED]
Email Address	[REDACTED]
I want to volunteer for...	Any Board or Commission
Please describe your interest in volunteering for the City of Warrenville.	<p>I have been a resident of Warrenville for over 10 years and my prior participation in the local community has been limited as an observer. I want to become more involved where my family and I reside.</p> <p>Two commissions that stand out to me are the Bicyclist and Pedestrian Advisory Commission (BPAC) and the Environmental Advisory Commission (EAC).</p> <p>These commissions in particular are of interest because of my constant use of paths and trails year-round, as well as locally biking (in the warmer months!), and for being a stickler when recycling or disposing of my 'trash' in the proper manner (used oils, leftover paints, batteries, electronics).</p> <p>Although these two specific commissions have been called out, I would be open to considering other opportunities within our</p>

local community as well.

Have a nice day,  
Brian

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Upload Professional  
Resume

[Brian\\_E\\_Owens\\_Resume.pdf](#)

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(Section Break)

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**Disclaimer**

*Submission of this application is not a guarantee of appointment to any Board or Commission. Appointment must be made in accordance with the City Code and procedures. If there is an open volunteer opportunity available, City staff will contact you shortly. If there are no open volunteer opportunities, your application will be kept on file until an opportunity becomes available.*

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# Brian Edward Owens

[REDACTED]  
[REDACTED], Warrenville, IL 60555

## SUMMARY

Results focused, driven marketing professional with comprehensive experience encompassing the areas of marketing operations, financial services, in-store and online retail environments, process mapping, logo and brand usage, process documentation and refinement. Skills and abilities have been repeatedly tested and proven in highly visible roles within multiple Fortune 50 companies.

## EXPERIENCE

**Citigroup Inc. (Citi), Elk Grove Village, IL**

**04/2013 - 10/2020**

**Program Management Lead Analyst; Bank Officer Title: Vice President**

Responsible for retail clients' monthly credit card statement output, new retail client onboardings, promoting both company and partner initiatives through statement project implementation and campaign execution, within a highly regulated and governed environment.

- Reduced annual statement expenses by over \$1MM through several assorted cost saving initiatives: utilizing the billing statement as an alternative cost-effective vehicle to communicate with the cardholder, transitioned from paper to digital validations, worked alongside client and managed marketing requests to minimize empty space on statement pages to maximize promotional coverage, developed logic to suppress the insertion of the remit envelope for select population receiving mailed statement, participated in government promotional mailing program that provided annual postage credits of \$670k-\$800k.
- Handled new client onboardings for the statement channel. Responsible for collecting necessary information and creative from partner and other statement information from internal groups.
- Oversaw the continual monitoring, updating, and change log for the end-to-end statement process by gathering data to determine root causes for issues, proposing and implementing fixes, sharing results with senior leadership, and providing an audit of the newly revised process.
- Supported migration of statement channel printing activities from internal Citi teams to external vendors. Worked with greater project teams to identify potential gaps, develop new processes and data streams, and ensured that the cardholder experience was uninterrupted for billing statements.
- Functioned as a resource for strategy, design, and execution for internal teams to deliver company initiatives within the statement channel – Change in Terms notifications, Annual Privacy notifications, selective and proactive Credit Line Increases, collections and delinquent notifications, Balance Transfer checks, cardholder income capture, and promoting the addition of authorized card users.
- Ensured a continual forward movement when executing monthly campaigns or projects in statements by seeking input from impacted teams and reaching consensus prior to monthly IT installation.
- Authored mapping and procedure documents for the statement monthly processes. Fulfilled internal queries and walkthroughs of the statement process, as needed, by internal audit, governance, fair lending committees, and compliance teams.
- Worked with a sense of urgency when responding to offshore validation teams, audit, and governance requests and provided quick resolution to potential issues or clarifications.
- Adhered to robust end-to-end and maker-checker processes that ensured almost flawless campaign execution in the statement channel by working and receiving approvals from several different internal and external teams including partner, legal and compliance, fair lending committee, program managers, marketing teams, creative agencies, and other various governing bodies within the organization.
- Facilitated bimonthly status meetings with internal program managers and partner teams, as well as external partners, when needed.
- Responsible for developing training materials and the continual development of statement team new hires.
- Supported various clients and marketing teams outside assigned responsibilities during staffing transitions.
- Recognized by peers and senior leaders through formalized internal recognition systems; Citi Gratitude, Star Player Award, Galaxy of Thanks, Citi Applause Award.

**Transform Holdco LLC (formerly Sears Holdings Corporation), Hoffman Estates, IL  
Marketing Manager**

**07/2010 - 04/2013**

Developed and executed strategic marketing initiatives for the Shop Your Way social commerce platform to increase member acquisition, retention, and engagement. Duties included managing a multimillion dollar budget, working with numerous digital and print marketing channels to ensure campaign success and execution.

- Oversaw Sears Shop Your Way 2012 holiday marketing campaign channel development to ensure compelling, consistent creative and messaging. Channels included dot com, email, mobile, social, direct mail, circular and in store signing. Holiday campaigns led to an increase of average member sales of 3.4%, transaction frequency 3.9% and basket size 0.5%.
- Developed and presented creative briefs and project milestones for marketing collateral related to member education and campaigns.
- Managed product, logo and brand usage with internal and external partners.
- Led cross functional teams in customer and member educational literature development.
- Worked with digital and print channel owners to develop format wide campaigns to engage members of the Shop Your Way program.
- Responsible for member in-store experience, signing, collateral and inventory.
- Transitioned in-store environment creative to in-house agency to eliminate unnecessary costs and to streamline the creative and production processes.
- Built strong and effective relationships with leadership, vendors and merchants by clearly communicating program objectives and maintaining open communication to ensure timely tactical plans.
- Launched extensive merchandising and point-of-sale sign packages to over 3,000 mainland and offshore locations in multiple languages.
- Responsible for building positive member in-store experience at over 1,300 Kmart locations.
- Created and managed development of in-store associate training, field feedback, program performance and key indicator metrics for stores.
- Delivered primary reporting systems to capture key metrics from the field to ensure program compliance with loyalty metrics and ensure store accountability.
- Developed and utilized open communication channels to acquire field, corporate and customer feedback to build actionable items to create better experience for customers.
- Produced extensive training program for over 300k associates which encompassed an associate website, computer-based learning, job aids, videos, associate posters and other supporting collateral.
- Worked directly with 10 formats to cater communication and training needs specific to that format.

**Walmart Inc., Various Chicagoland Locations**

**06/2002 - 09/2009**

**Varying roles of increasing responsibility: Assistant Store Manager, Health and Beauty Aids Department Manager, Salesfloor Associate, Cashier**

- Assisted in ground-up store opening process which included hiring and training new associates.
- Facilitated district audits to ensure corporate and government compliance.
- Delegated daily operations to staff in accordance to skills and responsibilities.
- Investigated unethical behavior through staff interviews and coach for development.
- Compiled weekly schedules for associates based on customer demand.
- Evaluated associate productivity and provided coaching for success when needed.
- Trained department managers and assisted in mentoring.
- Increased in-stock to reduce shrinkage, service the customer and increase overall profitability.
- Responsible for monthly planning of side counters and product features.

**EDUCATION**

**Northern Illinois University**  
Bachelor of Science in Economics

**05/2010**