

Attachment 10 includes a separate form (Excel file) for each Key Staff position and contains two (2) parts that must be completed for each proposed candidate:

Part 1 - Resume Tab

Instructions: Include a Resume for all proposed Key Staff. The template prescribes the required content that must be submitted with Proposals in response to the RFP. This format should also be used by the successful Contractor for the duration of the Agreement.

Key Staff Background: Provide Contractor name, Key Staff name, Role of Key Staff within the Contractor organization, duration (in years) in that Role and a description of the Key Staff's role within the organization,

Key Skills: Provide a summary of all skills and qualifications the proposed Key Staff candidate possesses in support of the Key Staff position.

Education/Certifications: Provide education and any relevant certifications. Start with the most recent.

Relevant Experience: This section is optional. For any Projects not cited within Part 2, contractors may provide additional Projects that illustrate experience or background to support their Key Staff candidate. Start with the most recent experience and add as many rows as necessary.

Part 2 - Key Staff Minimum Qualification Tabs (S28 - S30)

Instructions: Complete the Staff Project qualifications portion on each of the tabs of the form (all fields with a white background). All fields on the form must be completed, providing sufficient information to allow the Consortium to validate that the proposed Staff person meets the Minimum Qualifications (MQs).

For each Project, identify the name of the Project, Project/Project Role details, Description of the relevant Project Experience, and Project Contact information.

Project/Project Role details: Provide the Contractor name, Project start and end dates, percentage of time on the Project (100%, 50%, etc.), and name of Role on the Project.

Description of Relevant Experience: Provide a description that includes sufficient detail to verify that the Key Staff role/experience on the Project is relevant the MQ definition.

Contact Information: Provide the name, company/org name, role, email and phone number of a Client/Customer contact for this Project. Contact Information must be provided for a Project to be considered valid.

A full-time equivalent (FTE) is estimated to be approximately 1,920 hours annually. Proposed Staff may not cite full-time experience gained working simultaneously on multiple Projects.

If more than six (6) Projects must be cited in order to satisfy the MQ, insert the additional Project and Contact Information and a corresponding new summary table row.

Do not enter any data into the summary section of the tab. All summary table data will be populated from the Project details provided.

If a Project's start and/or end date is prior to the start time of the MQ or a Project does not comply with a specified Project detail, the form provides some basic "error" messaging. This messaging is informational. Contractors are responsible for the accuracy of their submissions and alignment of each Project with the details of the Minimum Qualifications (MQs).

BENEFITS&CAL PUBLIC COMMUNICATIONS LEAD			
PART 1 – RESUME			
Contractor	Deloitte Consulting LLP		Candidate Name Shonna Clark
Position in the Company	Manager		Length of Time in Position 45 months
Project Position & Responsibilities	<p>As a Manager focused on Digital Marketing, Shonna strategizes and executes comprehensive digital media campaigns focused on increasing public awareness of and participation in of public programs. She is an experienced team leader and provides direction to staff in carrying out marketing, communications, and PR functions to execute and optimize omnichannel marketing and PR campaigns. Shonna organizes and manages publicity events and leads the development of print and digital marketing materials in support of marketing and PR strategies to promote public awareness of programs.</p>		
Skills & Qualifications for Project Position	<p>Shonna exceeds all skills, qualifications, and requirements for this project position. She has over 17 years of experience in communications, digital and print marketing, and project management, and has worked for government agencies within state, civilian, and defense sectors as well as higher education. Her breadth of work includes marketing and paid media campaign assessment, planning, and execution; message development; brand management; project management and support; and public/media relations. Her work has helped clients build awareness for programs benefiting the most vulnerable Americans.</p>		
Education (add rows as needed)			
Start	End	Degree / Course of Study	School
5/1/2018	5/1/2020	Graduate Certificate, Marketing and Brand Management	George Washington University
5/1/2000	5/1/2004	BA, Communications	University of Pittsburgh
Professional Certifications or Designations (add rows as needed)			
Certification or Designation	Organization	Dates	

Additional Relevant Experience (Add additional tables as needed)					
Project Title #1					
Position Title					
Begin Date		End Date		# of Months	
Scope and Description of Responsibility					
Skills Utilized and Experience Attained					
Project Title #2					
Position Title					
Begin Date		End Date		# of Months	0.0
Scope and Description of Responsibility					
Skills Utilized and Experience Attained					
Project Title #3					
Position Title					
Begin Date		End Date		# of Months	0.0

Scope and Description of Responsibility					
Skills Utilized and Experience Attained					
Project Title #4					
Position Title					
Begin Date		End Date		# of Months	0.0
Scope and Description of Responsibility					
Skills Utilized and Experience Attained					
Project Title #5					
Position Title					
Begin Date		End Date		# of Months	0.0
Scope and Description of Responsibility					

Skills Utilized and Experience Attained					
Project Title #6					
Position Title					
Begin Date		End Date		# of Months	0.0
Scope and Description of Responsibility					
Skills Utilized and Experience Attained					
Project Title #7					
Position Title					
Begin Date		End Date		# of Months	0.0
Scope and Description of Responsibility					
Skills Utilized and Experience Attained					
Project Title #8					
Position Title					
Begin Date		End Date		# of Months	0.0

Scope and Description of Responsibility					
Skills Utilized and Experience Attained					
Project Title #9					
Position Title					
Begin Date		End Date		# of Months	
Scope and Description of Responsibility					
Skills Utilized and Experience Attained					
Project Title #10					
Position Title					
Begin Date		End Date		# of Months	0.0
Scope and Description of Responsibility					
Skills Utilized and Experience Attained					
Project Title #11					
Position Title					

Begin Date		End Date		# of Months	0.0
Scope and Description of Responsibility					
Skills Utilized and Experience Attained					
Project Title #12					
Position Title					
Begin Date		End Date		# of Months	0.0
Scope and Description of Responsibility					
Skills Utilized and Experience Attained					
Project Title #13					
Position Title					
Begin Date		End Date		# of Months	0.0
Scope and Description of Responsibility					
Skills Utilized and Experience Attained					

PART 2 – PUBLIC COMMUNICATIONS LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE					
Contractor -	Deloitte Consulting LLP		Candidate Name - Shonna Clark		
Minimum Qualification - S28	A minimum of five (5) years of experience developing, administering, and evaluating a comprehensive marketing or public relations program, involving the development of public awareness of a major program(s).				
Project Name	Start Date	End Date	Percentage of Time	Duration in Months	Project Value
TennCare Digital Adoption Public Health Emergency (PHE) Unwind Paid Media Campaign	2/1/2023	7/31/2024	50%	18.0	9.0
1332 Waiver/Georgia Access Public Awareness Campaign	4/1/2022	9/30/2023	50%	18.0	9.0
Cybersecurity Talent Management System (CTMS)	11/1/2020	3/31/2022	100%	17.0	17.0
CT Department of Motor Vehicles	9/1/2020	10/31/2020	100%	2.0	2.0
Strategic Communications and Branding	8/1/2019	8/31/2020	100%	13.0	13.0
NSF/MICA	8/1/2010	2/1/2014	100%	42.0	42.0
Totals				110.0	92.0

PART 2 – PUBLIC COMMUNICATIONS LEAD MINIMUM QUALIFICATIONS PROJECT DETAILS					
Minimum Qualification - S28	A minimum of five (5) years of experience developing, administering, and evaluating a comprehensive marketing or public relations program, involving the development of public awareness of a major program(s).				
Project #1			Contact		
Company Name:	State of Tennessee		Contact Name & Role:	Kimberly Hagan, Director of Member Services	
Project Name:	TennCare Digital Adoption Public Health Emergency (PHE) Unwind Paid Media Cam		Company/Org Name:	Division of TennCare	
Start Date (MM/DD/YYYY):	2/1/2023	End Date (MM/DD/YYYY):	7/31/2024	Phone Number:	
Staff Role:	Project Manager	Percentage of Time:	50%	Email:	
Description of relevant experience:	<p>Shonna demonstrated expertise in overseeing the strategic and operational aspects of a large-scale, comprehensive marketing program for Tennessee TennCare Connect. She led a digital marketing program to encourage eligible Tennesseans to create an account on the TennCare Connect Portal and renew their Medicaid coverage online. She managed the initial data discovery with the State Security and Policy Teams, developed audience personas, and set the program's budget and targeting parameters, which facilitated effective execution and optimization to reach the campaign's target audience throughout the Public Health Emergency Unwind period. The campaign's impact was significant, generating 14.7 million impressions, 281,000 website sessions, and directly contributing to the creation of over 93,000 online accounts and the submission of over 43,000 renewal applications online.</p>				
Project #2			Contact		
Company Name:	State of Georgia, Office of Commissioner of Insurance and Fire Safety (OCI)		Contact Name & Role:	Gregg Conley, Director of Business Development @ GetInsured (Formerly, Executive Counsel at OCI/Georgia)	
Project Name:	1332 Waiver/Georgia Access Public Awareness Campaign		Company/Org Name:	Georgia Office of the Insurance and Safety Fire Commissioner (OCI)	
Start Date:	4/1/2022	End Date:	9/30/2023	Phone Number:	
Staff Role:	Account Director	Percentage of Time:	50%	Email:	

Description of relevant experience:		<p>Shonna developed and executed a full-funnel marketing campaign to build brand awareness for the new State-Based Healthcare Exchange (SBHE), Georgia Access, among target audience segments. She managed day-to-day operations and led a team of over 30 GPS and Commercial professionals across various workstreams to develop and launch Georgia Access. Her responsibilities encompassed overseeing the brand development, design, and execution of a comprehensive \$5M marketing campaign that utilized an array of channels, both digital (such as search, social, and OTT) and traditional (including TV, radio, and print). She was instrumental in managing the project plan, ensuring the development of deliverables, and maintaining robust client engagement to keep the timeline and outputs on track before, during, and after the campaign launch. Her leadership and oversight culminated in a successful 2.5-month public awareness campaign, which significantly boosted enrollment figures by achieving 879K plan selections—a 25% increase on Healthcare.gov compared to the previous enrollment period and double the national average year-over-year increase of 12.5%.</p>			
Project #3				Contact	
Company Name:				Contact Name & Role:	
Project Name:		Cybersecurity Talent Management System (CTMS)		Company/Org Name:	
Start Date (MM/DD/YYYY):		11/1/2020		End Date:	
Staff Role:		Director of Media Planning		Percentage of Time:	
				Phone Number:	
				Email:	
Description of relevant experience:		<p>Shonna led multiple workstreams aimed at developing a strategic marketing and branding program to support the launch and implementation of the [REDACTED] Cybersecurity Service, which is designed to attract and onboard essential cybersecurity talent. She effectively coordinated with functional teams and external vendors to create original branded content, implement omnichannel marketing and communication strategies, and manage end-to-end video production. Additionally, Shonna was responsible for overseeing the Independence and Procurement processes, successfully coordinating the purchase of over \$400K in media buys to ensure comprehensive outreach for the [REDACTED] initiative. Her efforts were integral to establishing a strong brand presence and a strategic marketing framework that significantly contributed to the program's success.</p>			

Project #4				Contact	
Company Name:	State of Connecticut			Contact Name & Role:	Shaun Formica, Director of Communications
Project Name:	CT Department of Motor Vehicles			Company/Org Name:	CT DMV
Start Date (MM/DD/YYYY):	9/1/2020	End Date:	10/31/2020	Phone Number:	[REDACTED]
Staff Role:	Manager	Percentage of Time:	100%	Email:	[REDACTED]
Description of relevant experience:	<p>Shonna effectively utilized existing metrics, lessons learned, and best practices from prior campaigns, along with new demographic research, to deepen her understanding of the state agency's customer base by profiling their needs and behaviors. She then crafted detailed customer personas based on this demographic research, pinpointing the specific marketing channels these personas frequented for news and information gathering. This enabled her to identify vital connection points between the current marketing channels and the personas. Shonna recommended an omni-channel marketing strategy that combined social media (both organic and paid), public relations, paid Google Ads, and grassroots efforts to effectively reach the target audience and deliver pertinent messages. Additionally, she provided sample creative content tailored for use across these diverse platforms, facilitating a cohesive and targeted marketing approach.</p>				

Project #5				Contact	
Company Name:	[REDACTED]			Contact Name & Role:	[REDACTED]
Project Name:	Strategic Communications and Branding			Company/Org Name:	[REDACTED]
Start Date (MM/DD/YYYY):	8/1/2019	End Date:	8/31/2020	Phone Number:	[REDACTED]
Staff Role:	Senior Consultant	Percentage of Time:	100%	Email:	[REDACTED]
Description of relevant experience:	<p>Shonna developed a branding and marketing strategy to influence stakeholder and customer perceptions of an internal [REDACTED] organization. Her strategy aimed to build awareness of the organization and its purpose, reach target audiences with key themes and messages, and motivate employees to engage with organization activities. She conducted stakeholder identification and analyses, pinpointing effective strategies to enhance stakeholder engagement. Additionally, she developed and facilitated branding workshops and focus groups, engaging leadership and workforce stakeholders internally, as well as with customer organizations. By analyzing stakeholder feedback, Shonna developed brand elements grounded in both qualitative and quantitative data evaluations. She innovated new methods and approaches for stakeholder outreach and engagement, promoting more effective communication and involvement. Furthermore, Shonna coordinated with graphic design resources to manage visual and graphic design projects, including the creation of visual identity elements. She was diligent in completing timely project-level reporting, such as monthly status reports, and consistently provided updates to project leadership regularly and upon request, promoting transparency and informed decision-making throughout the project lifecycle.</p>				

Project #6				Contact	
Company Name:	Johns Hopkins University			Contact Name & Role:	Sayed Choudhury, Associate Dean for Digital Infrastructure (formerly Associate Dean for Research Data Management)
Project Name:	NSF/MICA			Company/Org Name:	Carnegie Mellon University (formerly Johns Hopkins University)
Start Date (MM/DD/YYYY):	8/1/2010	End Date:	2/1/2014	Phone Number:	[REDACTED]
Staff Role:	Communications Manager	Percentage of Time:	100%	Email:	[REDACTED]
Description of relevant experience:	<p>Shonna directed the internal and external communications for a National Science Foundation (NSF) software development grant project and managed the project's branding initiative with the Maryland Institute College of Arts (MICA). She effectively leveraged her existing relationships with MICA to coordinate and develop a transformative brand identity for Data Conservancy, significantly boosting its influence across various digital and social platforms. This initiative also enhanced its visibility at pivotal conferences and meetings within the library, information, and data science academic community. She implemented and managed a strategic social media network for the organization, achieving a remarkable increase in followers—600% on Twitter and 90% on Facebook. Additionally, Shonna developed engaging website content and created promotional video products, further amplifying Data Conservancy's presence across digital platforms.</p>				

PART 2 – PUBLIC COMMUNICATIONS LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE					
Contractor -	Deloitte Consulting LLP		Candidate Name -	Shonna Clark	
Minimum Qualification - S29	A minimum of two (2) years of experience developing and/or leading the development of visual/graphical arts material. Experience must be print or web-related marketing material.				
Project Name	Start Date	End Date	Percentage of Time	Duration in Months	Project Value
TennCare Digital Adoption	2/1/2023	7/31/2024	50%	18.0	9.0
1332 Waiver / Georgia Access Public Awareness Campaign	4/1/2022	9/30/2023	50%	18.0	9.0
Cybersecurity Talent Management System (CTMS)	11/1/2020	3/31/2022	100%	17.0	17.0
NSF/MICA	8/1/2010	2/1/2014	100%	42.0	42.0
			0%	0.0	0.0
			0%	0.0	0.0
Totals				95.0	77.0

PART 2 – PUBLIC COMMUNICATIONS LEAD MINIMUM QUALIFICATIONS PROJECT DETAILS					
Minimum Qualification - S29	A minimum of two (2) years of experience developing and/or leading the development of visual/graphical arts material. Experience must be print or web-related marketing material.				
Project #1			Contact		
Company Name:	State of Tennessee		Contact Name & Role:	Kimberly Hagan, Director of Member Services	
Project Name:	TennCare Digital Adoption		Company/Org Name:	Division of TennCare	
Start Date (MM/DD/YYYY):	2/1/2023	End Date (MM/DD/YYYY):	7/31/2024	Phone Number:	
Staff Role:	Project Lead	Percentage of Time:	50%	Email:	
Description of relevant experience:	<p>Shonna led the development of all creative arts materials, including both print and digital media, to increase public awareness of the TennCare Connect Portal. Her efforts aimed to encourage eligible Tennesseans to create accounts and renew their Medicaid coverage online during the Public Health Emergency (PHE) Unwind Period, a time when the state resumed renewals.</p>				
Project #2			Contact		
Company Name:	State of Georgia, Office of Commissioner of Insurance and Fire Safety (OCI)		Contact Name & Role:	Gregg Conley, Director of Business Development @ GetInsured (Formerly, Executive Counsel at OCI/Georgia)	

Project Name:	1332 Waiver / Georgia Access Public Awareness Campaign			Company/Org Name:	Georgia Office of the Insurance and Safety Fire Commissioner (OCI)
Start Date:	4/1/2022	End Date:	9/30/2023	Phone Number:	[REDACTED]
Staff Role:	Account Director	Percentage of Time:	50%	Email:	[REDACTED]
Description of relevant experience:	Shonna developed a comprehensive network of community partners across Georgia to engage stakeholders and build relationships with target audiences. She also created branded print and digital materials for these partners to distribute at their events.				
Project #3				Contact	
Company Name:	[REDACTED]			Contact Name & Role:	[REDACTED]
Project Name:	Cybersecurity Talent Management System (CTMS)			Company/Org Name:	[REDACTED]
Start Date (MM/DD/YYYY):	11/1/2020	End Date:	3/31/2022	Phone Number:	[REDACTED]
Staff Role:	Director of Media Planning	Percentage of Time:	100%	Email:	[REDACTED]
Description of relevant experience:	Shonna created original branded digital and print content, implemented omnichannel marketing and communication strategies, and managed end-to-end video production. These efforts established a strong brand presence and a strategic marketing framework that significantly contributed to the program's success.				

Project #4						Contact	
Company Name:	Johns Hopkins University				Contact Name & Role:	Sayeed Choudhury, Associate Dean for Digital Infrastructure (formerly Associate Dean for Research Data Management)	
Project Name:	NSF/MICA				Company/Org Name:	Carnegie Mellon University (formerly Johns Hopkins University)	
Start Date (MM/DD/YYYY):	8/1/2010	End Date:	2/1/2014	Phone Number:	[REDACTED]		
Staff Role:	Communications Manager	Percentage of Time:	100%	Email:	[REDACTED]		
Description of relevant experience:	Shonna developed a transformative brand identity for Data Conservancy, significantly boosting its influence across various digital and social platforms, and enhancing its visibility at pivotal conferences and meetings within the library, information, and data science academic community. She also created both print and digital marketing materials to increase awareness among target audiences. Additionally, Shonna developed content for the public-facing website, https://dataconservancy.org/ , and created promotional video products, further amplifying Data Conservancy's presence across digital platforms.						
Project #5						Contact	
Company Name:					Contact Name & Role:		
Project Name:					Company/Org Name:		
Start Date (MM/DD/YYYY):		End Date:		Phone Number:			
Staff Role:		Percentage of Time:		Email:			
Description of relevant experience:							
Project #6						Contact	
Company Name:					Contact Name & Role:		
Project Name:					Company/Org Name:		
Start Date (MM/DD/YYYY):		End Date:		Phone Number:			
Staff Role:		Percentage of Time:		Email:			
Description of relevant experience:							

PART 2 – PUBLIC COMMUNICATIONS LEAD MINIMUM QUALIFICATIONS SUMMARY TABLE					
Contractor -	Deloitte Consulting LLP		Candidate Name - Shonna Clark		
Minimum Qualification - S30	A minimum of two (2) years of experience developing and managing media relationships including editorial opportunities and print/TV media.				
Project Name	Start Date	End Date	Percentage of Time	Duration in Months	Project Value
Pennsylvania Attorney General's Office	1/1/2007	11/1/2007	100%	10.0	10.0
Pennsylvania House of Representatives	7/1/2005	12/31/2006	100%	18.0	18.0
			0%	0.0	0.0
			0%	0.0	0.0
			0%	0.0	0.0
			0%	0.0	0.0
Totals				28.0	28.0

PART 2 – PUBLIC COMMUNICATIONS LEAD MINIMUM QUALIFICATIONS PROJECT DETAILS					
Minimum Qualification - S30	A minimum of two (2) years of experience developing and managing media relationships including editorial opportunities and print/TV media.				
Project #1				Contact	
Company Name:	State of Pennsylvania			Contact Name & Role:	Shari McGraw, Director of HR and Office Services
Project Name:	Pennsylvania Attorney General's Office			Company/Org Name:	PA Office of the Attorney General
Start Date (MM/DD/YYYY):	1/1/2007	End Date:	11/1/2007	Phone Number:	
Staff Role:	Assistant Press Secretary	Percentage of Time:	100%	Email:	
Description of relevant experience:	<p>Shonna provided media relations support to the Attorney General to increase visibility and name recognition throughout the state while simultaneously raising awareness of major public interest and law enforcement initiatives. She coordinated press conferences, media availabilities, and interviews, securing media placements in major state outlets and preparing detailed press packets for pre-event distribution. Her proactive approach also included responding to post-event and general media inquiries, facilitating comprehensive media engagement. Additionally, she shot and edited b-roll footage and sound bites, effectively increasing positive media coverage and enhancing the organization's public image through skillfully crafted visual and audio content.</p>				

Project #4				Contact	
Company Name:	State of Pennsylvania			Contact Name & Role:	Patricia Hippler
Project Name:	Pennsylvania House of Representatives			Company/Org Name:	PA House of Representatives
Start Date (MM/DD/YYYY):	7/1/2005	End Date:	12/31/2006	Phone Number:	
Staff Role:	Public Relations Coordinator	Percentage of Time:	100%	Email:	
Description of relevant experience:	<p>Shonna managed public relations outreach and maintained media relationships for several elected legislative members, including a committee chairman. She skillfully crafted a wide array of content related to the legislative process and members' actions, including statements, speeches, press releases, letters to the editor, columns, op-eds, constituent emails, and newsletter articles. These communications addressed a variety of legislative topics, such as property taxes, pending and passed legislation, newly enacted laws, public interest issues, and state budget highlights. Additionally, Shonna spearheaded the development of public service announcement (PSA) content, strategically designed for 'quick win' media coverage to rapidly enhance public awareness and engagement. She also provided crucial support to Representatives at committee meetings and district community events, facilitating effective representation and communication.</p>				
Project #3					
				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):		End Date:		Phone Number:	
Staff Role:		Percentage of Time:		Email:	
Description of relevant experience:					

Project #4				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):		End Date:		Phone Number:	
Staff Role:		Percentage of Time:		Email:	
Description of relevant experience:					
Project #5				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):		End Date:		Phone Number:	
Staff Role:		Percentage of Time:		Email:	
Description of relevant experience:					
Project #6				Contact	
Company Name:				Contact Name & Role:	
Project Name:				Company/Org Name:	
Start Date (MM/DD/YYYY):		End Date:		Phone Number:	
Staff Role:		Percentage of Time:		Email:	
Description of relevant experience:					