

Application Form

Notice of Public Record

Please be advised that all information contained in this application is part of the City of Reno's public record and is available for public review. These positions are limited, in most cases, to residents of the City of Reno. The City Council makes a conscientious effort to appoint persons who represent all of the various communities within the City of Reno. Please be advised that certain boards and commissions require filing of financial statements with the Secretary of State or have special requirements. Contact the City Clerk's office at 334-2030 with any questions.

Profile

Dana _____ Hatjakes _____
First Name Middle Initial Last Name

dana@sosu.tv _____
Email Address

6140 N Deer Meadows Ct _____
Home Address Suite or Apt

Reno _____ NV _____ 89519 _____
City State Postal Code

What ward do you live in? *

☒ Ward 2

Mobile: (775) 342-5277 _____ Business: (775) 760-7678 _____
Primary Phone Alternate Phone

How long have you been a resident of the City of Reno?

12 years

Are you over 18 years of age?

☒ Yes ☐ No

Are you currently registered to vote in the City of Reno? *

☒ Yes

SoSu TV _____ President _____
Employer Job Title

Which Boards would you like to apply for?

None Selected

Have you ever been convicted of a felony or misdemeanor other than minor traffic violations?

☐ Yes ☒ No

If yes, please list conviction dates and nature:

Interests & Experiences

Education or training relevant to the board or commission to which you are applying:

I have been a professional performer for the past 25 years which fills the requirement for a working artist position on the board. I have a bachelor's degree in marketing, own a local business, and I'm also a real estate professional giving me a broad range of experience from both the artist and business perspective. Owning a business for the past 9 years has given me experience with budgets, managing employees, collaboration, and idea generation.

Explain briefly why you would like to be appointed to this board or commission.

I have served on the commission for the past four years and would love the opportunity to serve for another term. There is more I would like to accomplish on the commission such as implementing revenue generating ideas to sustain the commission for the future, amid uncertainty with budgetary cuts that the commission may face.

[Dana Resume updated 2020.pdf](#)

Upload a Resume

Demographics

This section is optional and your responses will not be utilized for appointment. The following information helps track our recruitment and diversity efforts.

Ethnicity

Gender

03/10/1977

Date of Birth

Open Meeting Law Waiver

**WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW CITY COUNCIL TO
CONSIDER CHARACTER, MISCONDUCT, OR COMPETENCE OF PERSON TO BE
APPOINTED TO A BOARD, COMMISSION, OR OTHER PUBLIC BODY FOR THE CITY OF
RENO**

The City Council for the City of Reno will be considering on a future posted agenda your appointment to a board, commission or other public body for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By agreeing below, it is confirmed that I have been provided notice of the meeting at which my appointment will be considered by City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to hold this appointment and consent to the evaluation of my character and competence by the Reno City Council in a public meeting. Further, the I acknowledge that I may at any time withdraw both this waiver and related application for appointment.

☒ I Agree

Acknowledgement

Please Agree with the Following Statement

I certify that, to the best of my knowledge, the information I provided in the application is true. If the information provided is false or incomplete, it shall be sufficient cause for disqualification or removal. If appointed, I agree to attend a board or commission orientation session, if applicable, within six months of my appointment. I understand that failure to comply with this requirement will results in automatic removal from the board or commission.

☒ I Agree

DANA HATJAKES

6140 N Deer Meadows Ct Reno, NV 89519
Home: 775-342-5277 • Cell: 775-342-5277
dana@sosu.tv

EXECUTIVE PROFILE

Innovative executive and marketing professional experienced in developing engaging television and online campaigns to drive brand engagement and improve brand image. Looking for additional volunteer opportunities to give back to the community that supports our business principles.

SKILL HIGHLIGHTS

- Small business development
- Leadership skills
- High volume sales
- Business operations
- Business relationships
- Social media management
- Self-motivated
- Market research and analysis

CORE ACCOMPLISHMENTS

I am the President and Co-founder of SoSu.TV. In just two years, we took an idea and built a recognizable, strong brand here in our local community using broadcast television skills. Utilizing business development and client management skills, SoSu.TV has operated a successful video production and broadcast television business for the past 8 years reaching online and on-air audiences across the country. I also serve on various boards and committees to give back to the community.

PROFESSIONAL EXPERIENCE

SOSU.TV Reno, NV

President

04/2012 to Current

- Accountable for sales including overall customer satisfaction. Created new revenue streams through online marketing.
- Increased profits by 200% in one year through restructure of business line. Manage team of 6 professionals.

FOX 11 (COX MEDIA GROUP) Reno, NV

Internet Sales Director

07/2010 to 04/2012

- Oversaw all functions of online sales, content, inventory, trafficking, creative, billing, promotions and technology.
- Consistently generated revenue through innovative campaigns, promotions, and demonstrating ROI to clients.
- Managed the process of budgeting, forecasting, and pacing

FOX 11 (COX MEDIA GROUP) Reno, NV

Account Executive

09/2008 to 07/2010

- Consistently exceeded sales goals.
- Built partnerships with local businesses
- Managed large client list

COX COMMUNICATIONS Phoenix, AZ

Account Manager

09/2003 to 09/2008

- Managed a territory and closed referrals
- Developed relationships with various vendors and property managers
- Consistently exceeded sales goals

EDUCATION

BACHELOR OF SCIENCE: BUSINESS MARKETING
University of Phoenix, Phoenix, AZ, USA

2006