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**Application for Appointment to Board, Commission, Committee, Task Force or Position**

Applicants appointed by the Board of Supervisors will be required to take an oath of office. All applications will be kept on file for one year from the date of application.

**Public Records Act**

Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is not regarded as confidential except for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

**Form 700 Conflict of Interest Code**

[California Fair Political Practices Website](https://www.countyofnapa.org/2051/Find-my-supervisor-and-district)

Please note that appointees may be required by state law and county conflict of interest code to file financial disclosure statements.

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

Napa Valley Transportation Authority (NVTa) Active Transportation Advisory Committee (ATAC): Submitted

**Category of Membership for Which You Are Applying**

General Public Napa County Representative

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**Profile**

Joshua

First Name

M

Middle  
Initial

Cariela

Last Name

  
Email Address

  
Home Address

Suite or Apt

Napa

City

CA

State

94558

Postal Code

**Which supervisorial district do you reside in? \***

☒ District 2

To find your supervisorial district go to <https://www.countyofnapa.org/2051/Find-my-supervisor-and-district> and enter your address.

  
Primary Phone

Joshua M Cariela

Starcom MediaVest  
Employer

Investment Manager  
Job Title

Marketing  
Occupation

## Education/Experience

San Diego State University: Business of Arts, Business Marketing Santa Rosa Junior College:  
Associate in Arts, Communications

**Name and occupation of spouse within the last 12 months, if married. (For conflict of Interest purposes)**

## Resume

[Joshua\\_Cariela\\_Resume\\_-\\_Media\\_Manager\\_8.23.24.docx](#)

Upload a Resume

Letter of Recommendation or Supplemental Attachments

**Professional or occupational license, date of issue, and expiration including status**

**References: Provide names and phone numbers of 3 individuals who are familiar with your background.**

Sandra Hood - [REDACTED] Tara Silha - [REDACTED] Nat Cariela - [REDACTED]

## Community Participation

**Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute.**

With 31 years of both life and marketing experience, coupled with a degree in Business Marketing, I offer a unique blend of skills and local insight ideal for the Board of Supervisors General Public Representative of the Napa Valley Active Transportation Advisory Committee. As a lifelong Napa resident, I have an intrinsic understanding of our community's priorities and aspirations. My extensive background in sports and media has refined my communication skills, allowing me to articulate complex concepts clearly and collaborate effectively with a diverse group of colleagues. I am a swift learner, adaptable to evolving challenges, and implore myself to bring a strategic Kaizen approach to problem-solving. Coupled with my deep commitment to Napa Valley's progress, these qualities position me to make a substantial and meaningful contribution to the committee, driving effective transportation solutions for our Districts.

**Nature of activity and community location**

4th Generation Bel Air Community Resident

**Other County Board/Commission/Committee on Which You Serve/Have Served**

NA

**Public Actions that may impact Credit Rating (List all court or other public administration actions impacting your credit rating within the past ten (10) years)**

NA

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### **Electronic Signature Agreement**

**I meet the criteria required to serve in this position.**

☒ Yes ☐ No

**I declare under penalty of perjury that the foregoing is true and correct.**

☒ Yes ☐ No

### **Please Agree with the Following Statement**

**By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.**

☒ I Agree

### **Electronic Signature (First M. Last)**

Joshua M. Cariela

### **Date**

08/23/24

# Joshua Cariela



Creative self-starter with impeccable work ethic. Savvy in business media stewardship, process management, recognition of performance consistencies via data analysis, budget/invoice tracking and acquisition marketing strategies across multiple channels.

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## **Publicis Media, Starcom USA** – Remote/Chicago, IL

*Supervisor, Media Investment & Strategy*

February 2022 – Current

- Manage and oversee cross-media strategy and planning among targeted audiences for AutoZone.
- Strategize with SVP and internal directors on upfront planning and negotiations for National TV media campaigns.
- Own the development of strategic proposals and client facing POVs, coordinating with necessary teams to account for all relevant media inputs.
- Develop Customer Segmentation snapshots of key audiences utilizing MRI, Kantar, and various media publications.
- Assume accountability and ownership of quarterly reports and insights for key competitors of AutoZone.
- Stewardship and asset management of media sponsorships across TV and Digital Video.
- Support development of strategic approach and experience design by delivering channel ideas and providing the link to reality of historical performance and in-market opportunities.
- Manage creative allocations and trafficking for TV & Radio campaigns.
- Review client deliverables for quality, ensuring that recommendations and work product are sound and viable.
- Responsible for management and development of Associates and Senior Associates.

## **Dollar Shave Club** – Los Angeles, CA

*Marketing Specialist – Acquisition Mass Media*

June 2020 – August 2021

- Managed paid mass media channels, including CTV, Audio (endorsers, pre-produced, voice, and streaming audio), and OTT.
  - Utilized tools such as MRI and Magellan for TV and Podcast quarterly media planning.
  - Managed partnership with Mindshare agency in preparation for retail launch.
- Collaborated with Consumer Insights and Brand Marketing to build weekly performance briefs for team review.
- Collected brand data and market research to inform retail launch in Target, CVS, and Walmart.
- Worked with DSC's in-house creative agency and brand management teams to develop mass media creative assets for TV, OTT, and Podcast channels.
- Cultivate partner relationships with various media partners in OTT, Podcasts, Streaming Audio, and E-Sports.

## **The RealReal** – San Francisco, CA

*Senior Media Buyer*

January 2019 - May 2020

- Planned, developed, executed, and analyzed all in-house TV/OTT and Display campaigns, upwards of \$15MM+ media spend a year. New customer growth in 2019 increased 36% YOY
  - OTT: National & geo targeted audience segmented campaigns (Hulu, Roku, Discovery, Amazon, Viacom, etc.
- Effectively built and implemented in-house media buying department for The RealReal, focused on National Cable, OTT, Podcasts, and Display media.
  - Experience in planning, purchasing, and analyzing media across various channels (OTT, Audio, Social, Display).
- Managed 3<sup>rd</sup> party data analytics teams (Alphonso) to improve company TV reporting along with in-depth insights on the performance of OTT campaigns.
- Managed all display and mobile ad campaigns for one quarter during internal transitions.

## **Feld Direct, Media & Creative Agency** – San Francisco, CA

*Junior Media Buyer | August 2016 – August 2018*

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## Professional Skills

# Joshua Cariela



- Time Management • Effective Communication • Media Buying • Brand Management • Data Analysis • Presenting
- MRI • Kantar • Continuous Improvement • Audience Segmentation • Budget Management • Microsoft Office 360

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## Education

### SAN DIEGO STATE UNIVERSITY, CA 2016

#### *Bachelor of Science*

- Major: B.S. Business Marketing, IMC (Integrated Mass Communication)
  - o Direct Response Advertising Course (Unique to San Diego State University)
  - o Direct Sales Course (Unique to San Diego State University)

### SANTA ROSA JUNIOR COLLEGE, CA 2013

#### *Associate of Arts*

- Degree: Communications

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## References

### *Tara Silha*

*Director of Media Buying & Planning: Carewell*



### *Larry Harrell*

*Associate Director of Client Operations: Publicis, Starcom USA*



### *Nat Cariela*

*Production Manager*

