

Audience Profile Sheet

Reader's Name:

Vlada Kenniff

Reader's Job Title:

The Senior Vice President for Sustainability in NYCHA's Asset and Capital Management Division

Kind of Reader:

Primary _____ Secondary _____

Reader's Level of Education:

Vlada has a master's degree in city and regional planning from Pratt Institute and a bachelor's degree in environmental studies from Pace University. She is a doctoral student in information studies at LIU Post.

Reader's Professional Experience:

Over ten years of experience in sustainability management, primarily in large buildings and institutions, with a focus on energy efficiency and renewable energy initiatives.

Reader's Job Responsibilities:

Responsible for guiding the nation's biggest public housing authority's comprehensive Sustainability Agenda toward a decarbonized future and healthier homes.

Reader's Personal Characteristics:

Detail-oriented, data-driven, environmentally conscious, and results-oriented.

Reader's Cultural Background:

American

Reader's Attitude Toward the Writer (you):

Neutral/ Open to creative concepts and strategies that match with the aims of NYCHA's sustainability.

Reader's Attitude Toward the Position you're applying to:

Supportive of proposals that promote energy efficiency and sustainability in NYCHA's buildings.

Reader's Expectations about the Résumé and Job Letter (as documents):

Explain the proposal's aims, benefits, and execution strategy, as well as applicable experience and credentials, in a clear and succinct manner.

Reader's Way of Reading the Document:

Skim it _____ Study it _____

Read a portion of it _____ Which portion?

Modify it and submit it to another reader _____

Reader's Reading Skill:

Strong analytical and critical thinking abilities.

Reader's Physical Environment:

Office environment.