



# CITY OF SAN CLEMENTE CITY TREASURER APPLICATION

1. Name:

2. How long have you lived in San Clemente?

3. What is your occupation?

4. Are you 18 years of age or older and registered to vote at your current address? (*\*applicants must be 18 years of age and registered to vote at their current address*).

|     |    |
|-----|----|
| Yes | No |
| X   |    |

5. What is your educational background?

| High School/Colleges Attended          | Major Field of Study | Degree? |
|--|----------------------|---------|
| University of Southern California      | Finance              | B.S.    |
| Simon School - University of Rochester | Finance, Accounting  | M.B.A.  |
|  |                      |         |
|  |                      |         |

6. Please explain why you would like to serve as the City Treasurer.

I love my city. I grew up always wanting to live in a beach city and raise my kids in one. My wife grew up here; attending SCHS. Her parents have lived here for over 40 years. When the opportunity presented itself to move to San Clemente after living in New York City, London, and Los Angeles, I jumped on it! I've always been of the philosophy that a strong organization calls for strong finances. I want to help the city with this important task.

7. Please explain how your background experience would contribute to filling the Office of the City Treasurer.

My career has entailed over 22 years in banking, asset management, and finance. There has been several focuses throughout, but the most applicable are investing in structured financial instruments, corporate bonds, bank loans and treasury debt. I've also had extensive experience consulting investors on fixed income investments and working with Private Equity firms in managing their finances having served in the office of CFO at Citi Alternative Investments. My experience working in the Alternative Investments space and in wealth management provides me with unique skills in analyzing asset managers performance and risk. In 2019, I was awarded the Chartered Financial Analyst charter. The CFA Program is a three-part exam that tests the fundamentals of investment tools, valuing assets, portfolio management, and wealth planning. CFA charterholders are qualified to work in senior and executive positions in investment management, risk management, and asset management. I believe my experience, education, and knowledge will help the city.

8. Please explain any experience that you have had in community, governmental, charitable or educational affairs.

3 years active duty in US Army (3rd Ranger Batt / 75th Ranger Regiment) - "Army Ranger"  
5 years on San Clemente Beach, Parks, and Recreation Commission  
1 year on the San Clemente Coastal Advisory Committee  
Less than 1 year as Industry Specialist on San Clemente Investment Advisory Committee  
Many years of community charity through church work  
3 years as Cubscout Master  
3 years as Seminary Teacher

9. The Investment Advisory Committee meets on the last Monday of the month following a quarter at 5:30 p.m. Please explain any challenges, if any, you may have in meeting this commitment.

No issues

10. Please use the space below to explain any other factors about yourself that you would like for the Councilmembers to consider as they review your application.

Work Experience:  
Stifel Bank - Venture & Fund Banking - Managing Director (Irvine, CA) 2021 - present  
City National Bank / RBC - Structured Finance - Senior VP (Los Angeles, CA) 2017 - 2021  
Wells Fargo Private Bank - Specialty Finance Group - Senior VP (Irvine, CA) 2010 - 2017  
US Trust / Bank of America Private Bank - VP (Los Angeles, CA) 2008 - 2010  
Citigroup Alternative Investments - VP (New York, NY / London, UK) 2005 - 2008



# CITY OF SAN CLEMENTE CITY TREASURER APPLICATION

1. Name: Amanda Conley

2. How long have you lived in San Clemente? Will be 12 years this December

3. What is your occupation? CFO at a non-profit

4. Are you 18 years of age or older and registered to vote at your current address? (*\*applicants must be 18 years of age and registered to vote at their current address.*)

|                                     |                          |
|-------------------------------------|--------------------------|
| Yes                                 | No                       |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> |

5. What is your educational background?

| High School/Colleges Attended | Major Field of Study | Degree?             |
|-------------------------------|----------------------|---------------------|
| University of Connecticut     | Accounting           | Masters             |
| Art Institutes                | Graphic Design       | Bachelor of Science |
| Purdue                        | Health Sciences      | NA                  |
|                               |                      |                     |

6. Please explain why you would like to serve as the City Treasurer.

Please see attached sheet for answers to the following questions.

6.

I work at a non-profit that helps teens volunteer and become better leaders in their communities. Community service has always been important to me. Being the treasurer would allow me to give back, stay involved, and help to make San Clemente the best place to live.

7.

I have worked both in the corporate and non-profit setting throughout my career. This has given me experience with financial transactions, fundraising efforts, budget planning, financial reporting, record-keeping, and managing incoming and outgoing funds. As of August 2022, I was chosen to be the PTA treasurer for Truman Benedict Elementary School. I also have a Master degree in accounting and currently studying to take the CPA exam in 2023.

8.

Our three children attend public school in San Clemente and I have always been an advocate to volunteer to help the teachers and school as much as I can. This volunteer mentality also goes for helping out with the kid's sports activities. And as mentioned before, I am currently the PTA treasurer.

9.

No challenges.

10.

My husband and I have lived in San Clemente for 12 years and we are very involved in the community and supporting local business and events. It would be a great honor to be able to serve the city and be involved in the community.

7. Please explain how your background experience would contribute to filling the Office of the City Treasurer.

8. Please explain any experience that you have had in community, governmental, charitable or educational affairs.

9. The Investment Advisory Committee meets on the last Monday of the month following a quarter at 5:30 p.m. Please explain any challenges, if any, you may have in meeting this commitment.

10. Please use the space below to explain any other factors about yourself that you would like for the Councilmembers to consider as they review your application.

# AMANDA CONLEY

Phone: [REDACTED]  
E-mail: [REDACTED]

## EDUCATION

**University of Connecticut**, Storrs, Connecticut  
Master of Science - Accounting

**The Art Institutes International Minnesota**, Minneapolis, Minnesota  
Bachelor of Science in Graphic Design/Advertising  
Major: Graphic Design/Advertising

**Purdue University**, West Lafayette, Indiana  
Major: Health Science

## WORK EXPERIENCE

### CFO

July 2021 – Present

Lions Heart

Santa Ana, California

- Oversee accounts payable and accounts receivable as well as process payroll bi-monthly and oversaw the 990 process
- Preparation and distribution of monthly financial statements to board, senior management with a comprehensive analysis of actual performance against existing plans, forecasts and budgets.
- Responsible for the quarterly budget as well as monthly reforecasts
- Closely manage and forecast company's cash flow as well as capital expenditures
- Responsible for all HR matters for employees
- Manage external financial relationships including legal counsel, auditors, tax partners, state regulators while continually looking for ways to strengthen overall financial performance

### PTA Treasurer

August 2022 – Present

Truman Benedict Elementary

San Clemente, California

- Maintains permanent records to track funds and financial transactions
- Pays all PTA bills as authorized by PTA president
- Prepares reports for every board meeting and annual financial report
- Prepares annual budget
- Ensures taxes and reports required by PTA bylaws, insurance or federal and state governments are completed and submitted by the due dates

### Finance Manager

December 2016 – June 2021

Lions Heart

Santa Ana, California

- Prepared month-end reconciliations of all balance sheet accounts and month-end financial reporting
- Prepared annual budget for the company, including capital budget, cash forecasts, etc.
- Managed account payables, reviewed and approved all payments, and managed the 1099 process
- Provided schedules and analysis for regular board of director meetings and as needed by management teams
- Prepared quarterly and year end Director and Board of Director reports

### Accounts Receivable Accounting Clerk

October 2018 – March 2020

Harvey & Company, LLC

Newport Beach, California

- Communicate with clients that have past-due accounts, out of sequence invoice payments, or, have ended their retainers
- Reconcile the accounts receivable ledger to ensure that all payments are accounted for and properly posted
- Analysis of retainers: average days to pay, payment method, and frequency of pay
- Oversee and collect accounts receivable with clients by telephone, email, and mail
- Maintain billing schedule, send out invoices that are due, tie to Aging Summary, ensure credits and collections are applied, and uncollected amounts are accounted for

- Upload any client emails to QB and add corresponding notes

**Finance Accountant**

January 2012 – October 2018

Precision Sports Therapy

Newport Beach, California

- Responsible for financial planning and accounting practices
- Experience with health care policies and reimbursement practices
- Study and interpret financial trends; plans and recommends course of action to meet desired targets
- Oversees the Health Information Management function, ensuring the practice is compliant with all coding guidelines

**Advertising and Promotions Manager**

June 2008 – December 2010

Orange County Museum of Art

Newport Beach, California

- In charge of organizing all national and regional advertising (print, online, on-air)
- Designed print advertising that was featured in Artforum Magazine, Riviera Magazine, The Orange County Register, Coast Magazine, and OC Weekly
- Created print materials for Target Free Second Sundays
- Assisted the Director of Communications with press releases and media contacts
- Helped organize and plan opening night events for the museum's exhibits and other events throughout the year (member dinners, Art Auction, Art of Dining)
- Oversaw the editing, layout, and production of quarterly newsletter
- Was responsible for gathering quotes from print vendors and overseeing the production of print materials
- Worked together with various local companies to form promotional partnerships

**Marketing Coordinator**

March 2008 – June 2008

Riviera Magazine

Costa Mesa, California

- Assisted the Marketing Director and Publisher
- Aided sales team by providing personalized assistance to each sales person and their accounts
- Helped organize and plan events
- Was responsible for contacting clients and collecting information for page layouts

**Channel Marketing Specialist**

May 2006 – March 2008

SVG Distribution

Newport Beach, California

- Completed professional presentations to existing and prospective clients
- Aided sales team by providing personalized assistance to each sales person and their accounts
- Designed and produced packaging and displays
- Created seasonal promotional ideas and corresponding packaging
- Remerchandised several video game department sections to help improve consumer sales
- Conducted research to increase business relations with clients
- Approved outgoing artwork and worked with vendors

**Marketing Project Manager**

June 2005 – May 2006

COKeM International

Plymouth, Minnesota

- Assisted Marketing Director with all marketing projects. Demonstrated problem solving, communication and program facilitation, and experience in a complex organizational environment
- As a liaison between the sales team and the company, was responsible for making sure sales was fully prepared prior to meetings with clients by providing them with the necessary sell sheets, product information, and mock-ups
- Provided customer service for sales team and their accounts including Best Buy, Wal-Mart, Sam's Club, and Brandsmart
- Traffic manager for the creative department. Help to facilitate projects by using design and marketing experience
- Responsible for vendor management through professional, respectful relationships
- Manage program budgets and negotiate best cost from all vendor partners
- Create purchase orders and submit reorders to manage inventory control
- Coordinated and scheduled meetings for the marketing department
- Research and implement merchandising trends including signage and promotions

**Technical Skills**

- Proficient in MS Word, Excel, PowerPoint, Outlook
- Tableau course completion for Intro Data Visualization
- Financial and operational reporting
- General ledger accounting