

# SUZANNE MICELI

Communications • Public Engagement • Digital Content & Multimedia  
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## PROFESSIONAL SUMMARY

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Communications professional specializing in public engagement, digital content strategy, and multimedia production for government audiences. Led an in-house video production recognized as a **“Noteworthy Practice”** in a federal certification review by FHWA, FTA, and FDOT, with reviewers noting quality that surpassed consultant-produced work. Skilled at translating complex regulatory and technical material into clear, accessible content for the public, elected officials, and stakeholders. Daily user of govtech platforms (OpenGov, CivicClerk, CivicPlus) with active certifications in AI fundamentals and inbound marketing.

## PROFESSIONAL EXPERIENCE

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### Public Involvement, Title VI & ADA Coordinator

June 2023 – Present

*Collier Metropolitan Planning Organization (MPO) – Collier County Government, Naples, FL (Operations Support Specialist II)*

- **Led production of a federally recognized informational video** for the MPO’s quadrennial Transportation Management Area Certification Review — scripting, directing, on-camera interviews, and voice-over narration. Cited as a “Noteworthy Practice” in the official FHWA/FTA/FDOT review, with reviewers noting it outperformed many consultant-produced videos.
- Direct all public involvement, outreach, and media relations for the organization: press releases, public comment campaigns for major transportation plans, and the monthly public newsletter (writing, design, and distribution).
- Authored a public-education article on a County e-bike safety ordinance that a County Commissioner requested for his own constituent newsletter.
- Ensure all public engagement is accessible and inclusive as Title VI and ADA Coordinator — developing ADA-compliant materials and coordinating Spanish and Creole translations to meet federal standards.
- Serve as primary liaison to the MPO Board (nine elected officials from four local governments) and all advisory committees: prepare and present executive summaries at public board meetings, manage agendas and minutes, and run hybrid meeting technology.
- Manage MPO website content — news items, public documents, and information architecture — to keep public-facing information current, clear, and easy to navigate.
- Served as project manager for a competitive procurement of website hosting and maintenance services via OpenGov: developed scopes of service, led the bidding process, and facilitated the technical transition of the domain to the new host.

### Operations Analyst – Zoning Division

May 2021 – June 2023

*Collier County Growth Management Department (via KeyStaff), Naples, FL*

- **Led a comprehensive redesign of 70+ webpages** into a streamlined division subsite with plain-language “How-To” guides — improving navigation, accessibility, and public understanding of zoning policies and procedures.
- Partnered with planners and subject-matter experts to translate complex zoning and land-use information into clear public-facing content, presentations, and outreach materials.
- Scheduled and publicly advertised zoning petitions for hearings before the Hearing Examiner, Planning Commission, and Board of County Commissioners; coordinated all Historic & Archaeological Preservation Board meetings.

### Operations & Marketing Associate

Dec 2018 – Mar 2021

*Unity of Naples Church, Naples, FL*

- **Key contributor to exceeding growth goals** in followers, subscribers, video viewership, website traffic, and newsletter sign-ups across all platforms.
- Managed social media, copywriting, and graphic design for community outreach: weekly e-newsletters, branded digital and print materials, infographics, logos, and event campaigns.
- Coordinated events end to end — registrations, payment systems, digital reservations, and on-site logistics for classes, workshops, and special events.

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

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- **Google AI Fundamentals Certification** — Google
- **HubSpot Digital Marketing Certification** — HubSpot Academy, in progress
- Ongoing professional development in AI tools and AI-assisted content workflows

## KEY SKILLS

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**Communications & Content:** Copywriting • Newsletters & Email Campaigns • Press Releases • Video Production (Scripting, Directing, Voice-Over) • Graphic Design • Social Media • Public Speaking & Presentations

**Digital & Platforms:** Website Management & Content Strategy • Content Management Systems • OpenGov • CivicClerk • CivicPlus • Canva • Adobe Acrobat Pro • Microsoft 365 • Google Workspace • AI-Assisted Content Tools

**Engagement & Compliance:** Public Involvement Strategy • Title VI & ADA Compliance • Accessible/Plain-Language Communication • Board & Stakeholder Relations • Event Coordination • Project Management & Procurement

## EDUCATION

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**Bachelor of Arts** — Temple University, Philadelphia, PA