

2. QUALIFICATION, COMPETENCE, & AVAILABILITY OF KEY STAFF

JAYME HENDRIX | MARKETING MANAGER

6 Years Experience | Florida State College at Jacksonville
HubSpot Academy | Digital Advertising Certification: A comprehensive credential, showcasing expertise in leveraging digital advertising strategies to drive impactful marketing results.

Ms. Hendrix has cultivated a robust skill set in Marketing Assistance, Social Media Management, and Public Involvement over the course of her four-year tenure in the industry. Her career trajectory reflects a proactive approach to professional development, characterized by a dynamic energy and a consistent track record of success within diverse professional services environments. Throughout her tenure, she has demonstrated a keen ability to coordinate and actively participate in a wide array of marketing activities at both the strategic and tactical level.

Expertise:

- Strategic Community Engagement
- Advanced Mastery of Social Media Platforms
- In-depth Group and Market Research
- Sophisticated Government Relations
- Innovative Product Positioning and Branding
- Proactive Public Involvement Initiatives
- Dynamic Marketing Strategies and Campaigns
- Comprehensive Communications
- Advanced proficiency in Microsoft Office Suite
- Expert in digital marketing strategies, including SEO and SEM

Related Project Experience

JACKSONVILLE TRANSPORTATION AUTHORITY

ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design

MobilityWorks Complete Streets

Prime: POND and RS&H

Jacksonville Regional Transportation Center

Prime: POND/Michael Baker Design

TOD Greenline & TOD Commuter Rail

ADG role: Workshop Facilitation, Project Management,

General Program Management Consultant

Prime: Michael Baker International

1. Facility Relocation Coordination & Communications Efforts
2. ADA Assistive Technology Applications Evaluation Study
3. South side Area Transportation & Mobility Assessment
4. Facility Weatherization Plan
5. Construction Communications (San Pablo/Alta Dr.)

General Planning Consultant

1. Facilities Master Plan
2. Transit Concept and Alternatives Review (TCAR)

Local Option Gas Tax Program Management

Prime: Jacobs

1. Public Involvement lead for all projects
2. Jobs for Jax Workforce Development

DOWNTOWN INVESTMENT AUTHORITY

ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design

Shipyards West Park

Prime: Agency Landscape

Metropolitan Park

Prime: CIVITAS

Riverfront Plaza Construction

Prime: Haskell

NORTH FLORIDA TPO

ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement

2045 & 2050 Long Range Transportation Plan

Prime: Atkins Global

PROJECT OPIOID

2023 Outreach Campaign

ADG Prime: Social Campaign for State of Florida

JEA

Integrated Resource Plan

Prime: Black & Veatch

Education Campaign

Prime: SJP